

Résumé

Design Director

EXPERIENCE

IBT MEDIA (Summer 2015-Present) *Design Director*

Lead creative teams across a variety of marketing, advertising and re-design projects for all IBT Media Brands

Manage creative teams and tracks of work

Lead and direct the creative team members and projects from concept to completion

Lead design projects across multi-screen experiences

Plan and estimate for highly complex projects

Reinvent, streamline and apply brand identity systems, typography, photography, color and other ingredients to create innovative visual solutions that meet business and user needs

Contribute to the development of the creative team's culture and quality standards

Collaborate with strategy, marketing and business development teams to activate new business opportunities

CLUB MONACO (Fall 2013-Summer 2015) *Director, Interactive Design*

Partner cross function team to ensure the digital creative strategy supports the Club Monaco brand vision and marketing programs

Drive the creative execution of UX deliverables through leadership and collaboration with CFT and developers

Execute and develop visual design standards and processes for the Digital creative team

Design the UI architecture, interface, and interaction flow of commerce related user experiences

Develop conceptual diagrams, wireframes, visual mockups, click-throughs and prototypes

Develop and maintain detailed user-interface specifications and design patterns

Manage all aspects of UX design and delivery

OKCUPID (Fall 2012-Fall 2013) *Product Designer*

Lead the design of projects from concept to release

Design visual interfaces, user flows and compelling interactions

Translate complex ideas into elegant, intuitive designs

Work closely with front-end developers, software engineers and other designers

Explore and experiment with the future of OkCupid's interface

WEST ELM (Fall 2011-Fall 2012) *Manager, Internet Content and Digital Development*

Design, plan and manage interactive projects for campaigns on mobile and digital platforms

Liaise between the eCommerce, production and design departments and members of editorial, technology on web development initiatives

Liaise with the design and development of internet and print promotional material

Research and consult with the marketing and social media team for yearly campaigns, themes and goals

MARTHA STEWART LIVING (Fall 2010-Fall 2011) *Interactive Art Director*

Discover, design and manage interactive projects on mobile and digital platforms

Art direct interactive features, video and stop motion for the digital magazine and special projects

Manage production and freelance designers

FOUR32C (Fall 2009-Fall 2010) *Senior UX/Interactive Designer*

Design, plan and manage projects for major brands (Condé Nast, Teen Vogue, Barnes & Noble, Maroon 5, Andrew Zuckerman, Women's Wear Daily, GQ, Lidia's Italy) on mobile, tablet and desktop platforms

CONDÉ NAST DIGITAL (Fall 2007-Fall 2009) *Senior Interactive/UI Designer*

Re-design Condé Nast Digital's most complex site developed to date: Concierge.com

Primary liason between the design group and members of editorial, technology and production groups for Concierge.com

Design interfaces and graphics for iPhone/mobile projects

EDUCATION

SUNY NEW PALTZ

Bachelor of Fine Arts

Concentration: Graphic Design

Magna Cum Laude

COLLEGE FOR CREATIVE STUDIES

"DeProgram" design program in the Netherlands