

# creds:

## ZAAZ - SEATTLE, WA – CURRENT FREELANCE

Worked on several Microsoft websites including Visual Studio 2010, Windows HPC Server 2008 and Mactopia. Direct responsibilities include: website and theme design, web application user interface design, original icon artwork, scoping and documentation. Communicate directly with clients to achieve goals outlined during project implementation while adhering to project parameters. Adapt to changes quickly and efficiently when project parameters shift.

## BLACKWELL PORTFOLIO - REDMOND, WA – CURRENT OWNER

Serving clients in many capacities including: brand development, campaign ideation and execution for consumer and B2B markets, account services, new business development and strategic planning. Projects include: branding and brand launches, print and web advertising campaigns, marketing collateral, website design and development, direct response (both traditional and online) packaging, trade show graphics and POP/POS.

## MJR MEDIA - BELLEVUE, WA – 2007-2009 SENIOR DESIGNER

Responsibilities included design and production of print and web work. Serviced the Expedia Direct Mail account, encompassing multiple monthly mailings with personalized imprinting. Additional clients included Chateau Ste. Michelle, Alice White, Toasted Head and many others in the wine community. Work provided for these clients primarily focused on point-of-sale, sales materials, websites and e-blasts. Constant client interaction was had to brainstorm creative direction as well as define marketing goals and ensure all work stayed on target and within budget.

## VISION CREATIVE GROUP - CEDAR KNOLLS, NJ – 2004-2006 CREATIVE DIRECTOR

Creative Director for Casio and all other Creatabilities Inc. acquired accounts. Supervised of all work done for Casio: Digital Cameras, Timepieces, Projector Displays, Keyboards and Calculators. Work consisted of ad campaigns or print and online, catalog creation, trade show graphics and web commercials, etc. Responsibilities included: creative direction of all materials, headline ideation, client presentations and management of creative staff. Worked with team to produce effective media plans and organize focus group research.

## PARTIAL CLIENT LIST

LG Electronics

Casio USA

Exilim Digital Cameras

G Shock Timepieces

Privia Keyboards

Oceanus Timepieces

AIWA

Microsoft

Windows HPC 2008

Visual Studio 2010

Mactopia

Campaign Central

MYOB

Expedia

Seattle Times

Goya Foods

Constellation Wines

Covey Run

Alice White

Monkey Bay

Folio Fine Wine Partners

Oberon

Kaliedoscope

Spellbound

Laurenz V.

M by Michael Mondavi

Trinchero Family Estates

Trinity Oaks

Folie a Deux

Napa Cellars

Ste. Michelle Wine Estates

Chateau St Michelle

Stags Leap

Snoqualmie

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**CREATABILITIES/G&W ADVERTISING - HOPATCONG, NJ – 1999-2004**  
**CREATIVE DIRECTOR/EXECUTIVE ART DIRECTOR**

High client involvement. Played an integral role in new business development as well as helping to define clients communications strategies. Provided conceptual development through final design of materials for advertising campaigns (trade and consumer), television storyboards, logo development, corporate collateral, direct mail, internet design, trade show materials, packaging and POP. Managed creative staff, conducted client meetings and presentations. Directed self-promotion materials, copy concepts, art direction of photo shoots, and production supervision of final artwork for publications and printers. Fast paced environment with high pressure and expectations.

**PHOTO INSIDER MAGAZINE - FLORHAM PARK, NJ – 1998-1999**  
**SENIOR DESIGNER/ART DIRECTOR**

Responsible for the layout and production of Photo Insider Magazine. Involved with the redesign and restructure of publication. Organized and produced time lines for article submissions, photo selections, and layouts.

**GRAYWOOD AGENCY - MENDHAM, NJ – 1997-1998**  
**PRODUCTION/GRAPHIC DESIGNER**

Worked with outside vendors to produce estimates and time lines. Prepared files for printers, ranging from sales collateral to publication print advertising. Directed photo shoots, created promotional materials, press proof approvals, and other production tasks.

**ELISCO ADVERTISING - PITTSBURGH, PA – 1997**  
**FREELANCE GRAPHIC DESIGNER**

**BN GROUP - RANDOLPH, NJ – 1996**  
**FREELANCE GRAPHIC DESIGNER**

## MEDIA

- Advertising (print & online)
- Logos/Corporate Identity
- Broadcast (Radio)
- Out-of-Home
- Publication Design
- Packaging
- Point-of-Sale
- Marketing Collateral
- Web Design/Development

## SOFTWARE

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Quark XPress
- Dreamweaver
- Coda
- Flash
- Adobe Acrobat
- Power Point

## PLATFORMS

- Macintosh
- Windows

## EDUCATION

- La Roche College,  
Pittsburgh PA
- Bachelor of Science  
in Graphic Design