

EXPERIENCE

Golub Capital

Senior Designer, 2023-present

I work in the Creative Services department of this direct lender and private credit asset manager. I design marketing materials, including applications in print, web, and motion graphics.

Siegel+Gale

Senior Production Designer, 2022 - 2023

I worked in the Creative Services department of this branding agency. Clients included QuidelOrtho, Entriva, Glanbia, Bristol Meyers Squib, and the U.S. Army.

- Designed and produced Brand Guidelines manuals for clients. This work included visual identity guidelines, icon systems, type systems, page grids, brand strategy guides, and other guidelines.
- Determined CMYK and PMS color matches in a digital-first design work stream. Delivered digital swatch files for brand color palettes.
- Designed client templates, including branded forms, brochures, social media assets, and advertising.
- Finalized deliverable art for brand assets such as logos, taglines, icons, patterns, and graphic devices. Refined designs, performed quality assurance checks, and versioned for color spaces and file types.
- Designed brand training materials.

Bed Bath & Beyond

Web Designer, 2021 - 2022

I designed the homepage of this retailer's e-commerce site. The homepage was refreshed on a weekly basis, I was responsible for alternating weeks.

- Designed homepages from the initial brief through final asset delivery.
- Sourced all images from an internal asset library.
- Retouched, silhouetted, and color corrected images as needed.

PVH

Senior Web Designer, 2017 - 2020

Web Designer, 2016 - 2017

Managed the design, production, and delivery of web wholesale materials for 10 apparel brands.

- Hired and managed a team of 3 designers.
- Created a template system for weekly sale web banner ads that reduced design and production time by approximately 90%.
- Created a systematic approach to content for Amazon A+ and Web Collage pages. This system improved design consistency and increase the number of pages created each season by approximately 400%.
- Built and maintained seasonal updates of Amazon Brand Stores for several brands.

Various Colleges

Adjunct Professor, 2012 - 2016

Planned and taught undergraduate Typography and Graphic Design courses. Class projects focused on practical skills, enabling students to create portfolio pieces.

- Classes were highly rated by students and faculty observers.
- Schools included Parsons The New School for Design, City College of New York, Kean University, Pratt Institute, and Farmingdale State College.

Independent/Freelance**Designer**, 2011 – present

- Design for print, packaging, web, and interactive applications in both project-based and contract roles.
- Clients include Advance Digital, Callisto Media, Church & Dwight, Fonts.com, Gourmet Gaming, Hanky Panky Ltd. apparel, Hasbro Inc., Landor Associates, Monotype, Prophet, PVH, Sterling Brands, and several musicians and type foundries.

Landor Associates**Design Director, Corporate Communications**, 2005 – 2011**Senior Production Manager**, 2003 – 2005

Designed and produced Landor's marketing and communications material on a worldwide basis, supporting 20 offices. This included promotional material, thought leadership, and live events. Work was produced for print and digital distribution.

- Designed and published informational updates for Landor's employees on an intranet.
- Hired and managed a junior designer full time and additional designers on a project basis.
- Created an annual book compiling all of Landor's thought leadership writing, which became an important marketing tool in print and online.
- Promoted use of Landor's global internal image database. Six months of promotion returned approximately 50% increase in use.
- Oversaw print production of marketing material, sourced and managed printers and other vendors.
- Designed and produced client corporate identity guidelines and brand books.

EDUCATION**User Experience (UX) Design Certificate**Fashion Institute of Technology (*currently enrolled, scheduled to complete in April 2024.*)**Motion Graphics Certificate**

Fashion Institute of Technology

Web Development Level 1 & 2, JavaScript & JQuery, Greensock HTML5 Animation

Noble Desktop

Certificate in Typeface Design

Type@Cooper Condensed Program at Cooper Union

Presenting Data and Information

Seminar taught by Edward Tufte

Bachelor of Arts (BA), Graphic Design

Rutgers College, Rutgers University

SOFTWARE

I am an expert with Adobe InDesign, Illustrator, and Photoshop. I am skilled with Sketch, Figma, Adobe XD, Glyphs, FontLab, Keynote, PowerPoint, the Affinity Design suite, Adobe Animate, After Effects, Google Web Designer, Word, Pages, Excel, Numbers. While I am not a developer or programmer, I do have a basic understanding of HTML, CSS, JavaScript, Greensock, and Python.