



EXPERIENCE

Hearst Global Licensing & Brand Development / New York / Senior Designer / April 2015 – Present
Responsible for providing general design direction to licensees' maintaining the look and feel of the magazine's brand aesthetic on specific consumer product lines and services with supporting materials such as style guides, branding, advertising, product design & development, showroom design, retail fixtures, and packaging. Supported the creative director developing product lines under Esquire, House Beautiful, Seventeen, Metropolitan Home, Good Housekeeping, Cosmopolitan, Car and Driver and Popular Mechanics. Product lines include indoor & outdoor furniture, bedding, menswear and juniors apparel, accessories, home decor, and more.

Hearst Magazines / New York / Freelance Senior Designer
October 2012 / June 2013 / December 2014 / March 2015

Worked closely with the creative directors at Hearst Brand Development, Hearst Men's Group, Harper's Bazaar and Town and Country to design ads, advertorials, event logos, promotional materials, presentations and style guides ensuring the magazine's brand aesthetic and consistency.

Freelance Designer / New York / 2012–2014

Worked on a wide range of projects from branding, to web, to building prototypes for digital start ups and illustrating UI icons for multiple apps.

Callaway Digital Arts / New York / Senior Designer & Art Director

Project LAMP – Miss Spider: Play & Learn Series / 2011–2012

Worked closely with a cross-functional team to develop the UI/UX and create an intuitive and cohesive look for the first app of the Miss Spider: Play & Learn series. Helped develop the creative strategy and branding for both individual products and product series considering our partner objectives and providing a creative vision that met all needs. Developed along with producers and engineers prototypes for user-testing. Directed junior designers, production artists, animators and sound designers based on the specified product requirements. Worked closely with engineers, animators and production artists to develop an effective workflow creating final assets for the iPad/iPhone. Managed internal and external design revisions, approvals and presentations as well as developed schedules for product deliverables. Developed presentations and marketing materials for all LAMP (The Learning Apps Media Partnership) properties.

BorsaWallace / New York / Senior Designer & Art Director / 2005–2011

Worked on a variety of projects including marketing and public relations collateral, packaging, books and interactive design. Responsible for all phases of design and production including concept development and implementation, presentation, and scheduling and budget oversight. Acted as primary contact for clients and consultants throughout all project phases. Lead a team of designers to produce and deliver projects that meet the client's brand image and objective in a consistent manner. Managed budgets and client billing.

Crabtree & Evelyn / New York / Freelance Designer / 2004–2011

Created custom illustrations and patterns for Crabtree & Evelyn's packaging and merchandise.

Essinger Sullivan Inc / Newton, MA / Graphic Designer / 2000–2004

Produced a variety of designs for print and web. Projects included identity pieces and marketing materials such as brochures, newsletters, trade show booths and signage. Created illustrations for both print and web.

KNOWLEDGE

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Quark XPress and Microsoft Office.
Typography, Illustration and Photography

EDUCATION

Bachelor of Science in Graphic Design / Northeastern University, Boston, MA / June 2000