

EMPLOYMENT

CREATIVE DIRECTOR

7.08–1.10

Clickbooth – *Affiliate Marketing – clickbooth.com*

Inc. 500 #1 fastest growing company in Advertising & Marketing. #1 Network by Website Mag.

- Hired, trained and directed an exceptionally talented team of 13 including video editors, graphic designers, front-end developers, a marketing coordinator and a project manager.
- Collaborated with executive team to build exclusive online marketing game initiatives.
- Built interface system for tracking/analytics tools to objectively optimize successful ad campaigns.
- Gave creative direction on animated banner ads, email campaigns, landing pages, multimedia kiosks, environmental design, print collateral and interactive websites.

FLASH DEVELOPER/VISUAL ARTIST

12.07–4.08

Walt Disney World – *Parks and Resorts Online – disneyworld.com*

- Created Flash animated content using AS2, AS3, classes, SWFObject and SWFAddress.
- Ran point for Disney's SEO committee, with emphasis on Flash online assets.
- Designed monthly multimedia assets for Disney World's Backstage Pass section.

VISUAL EXPERIENCE ARTIST

4.07–12.07

Starwood Vacation Ownership – *Travel and Hospitality – starwoodvo.com*

- Produced Ardy award-winning audio and video podcasts for Web and iTunes.
- Designed Flash banner ads and XHTML websites using CSS, javascript, XML and AS2/AS3.
- Illustrated large environmental graphics for resort promotions.
- Created email/promotional campaigns with web tracking statistics using Omniture.

ANIMATOR/GRAPHIC DESIGNER

11.06–4.07

Deep Focus – *Entertainment Promotions Agency – deep-focus.net*

- Created detailed storyboards for client's promotional campaigns.
- Developed rich media, expandable, floating and standard animated banner advertisements.
- Designed Flash based screen-saver applications using Flash2X.
- Created 3D animation show opens using After Effects and 3D Studio Max.

INTERACTIVE WEB DESIGNER

9.05–11.06

Agencies: Avatar NY, Avenue A:Razorfish, CCG Metamedia and United Media – *Various Industries*

- Created a diverse range of promotional material for small to Fortune 100 corporations.
- *Client List:* Citibank, Ford Automobiles, L'Oreal, Maybelline, DirecTv, Court TV, TBS, HBO, Nickelodeon, Hasbro, Milk, Wondertime Magazine, Picturehouse and many others.

CHIEF OF PHOTOGRAPHY/GRAPHICS EDITOR/LAYOUT DESIGNER

8.03–9.05

The Washington Examiner – *Daily Newspaper dcexaminer.com*

- Supervised 11 photographers, coordinated photo shoots and budgeted our team's finances.
- Approved all main art and placement on the daily cover, news and feature sections.
- Created illustrations, info-graphics, charts and maps to accompany news articles.
- Wrote articles/interviews, laid out pages and shot photos for the "Design Page" section I created.

EDUCATION

NEW YORK INSTITUTE OF TECHNOLOGY | Old Westbury/Manhattan, NY

Masters Degree. Communication Arts. Concentration: Motion Graphics. GPA: 3.95

RUTGERS UNIVERSITY | New Brunswick, NJ

Bachelors Degree. Visual Arts. Concentration: Graphic Design. Minor: Economics. GPA: 3.0

SKILL SET

DESIGN: Seasoned knowledge of layout, composition, color correction/theory, typography, timing, information architecture, consistency and balance. Professional experience with photography and HD camerawork. Taught design/animation principles in Flash as an adjunct professor. Advertising background from group brainstorming to client delivery. Using cross-media marketing such as banner ads, email creatives, websites and landing pages.

TECHNOLOGY: Tableless W3C, cross-browser compliant XHTML websites using CSS, javascript (jQuery) and XML. Solid SEO and social media networking knowledge. AS2/AS3 Flash development. Programming for mobile devices. Desktop app development using Adobe AIR. CMS/database systems including: Joomla, WordPress, Drupal and Magento. Creating and promoting podcasts/webinars. Coding HTML email blasts and text backups.

SOFTWARE: WEB: Dreamweaver, Fireworks **MOTION/3D:** Flash, After Effects, Motion, LiveType, Swift3D, 3D Studio Max, Maya, ZBrush **PRINT:** Photoshop, Illustrator, InDesign, MS Office, Quark Xpress, OmniGraffle **VIDEO:** Final Cut Pro, DVD Studio Pro, Premiere **AUDIO:** Soundtrack Pro, Garage Band, Logic Pro, Reason.