

EMPLOYMENT

INTERACTIVE ART DIRECTOR *GravityFree – Creative Agency – 1.10 – Current*

- Pitched creative blueprint , presented research and collaborated project direction with clients.
- Created SEO-friendly landing pages for PPC campaigns and ran/analyzed multivariate tests.
- Coded and designed dynamic websites and interactive Flash applications.

CREATIVE DIRECTOR *Calculated Creativity – Division of IntegraClick - Online Marketing – 7.08 – 1.10*

- Hired, trained and directed team of 13 video editors, designers, developers, marketing coordinator and PM.
- Established a creative process for PR, tech and advertising work flows and budgeted team's expenses.
- Built dynamic publisher interface for tracking/analytics tools which optimized successful ad campaigns.
- Gave creative direction on animated banner ads, e-mail campaigns, landing pages, multimedia kiosks, environmental design, print collateral and interactive websites.

FLASH DEVELOPER/VISUAL ARTIST *Walt Disney World – Parks and Resorts Online – 12.07 – 7.08*

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

VISUAL EXPERIENCE ARTIST *Starwood Vacation Ownership – Travel and Hospitality – 4.07 – 12.07*

- 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.
- Created e-mail/promotional campaigns with web tracking statistics using Omniture.

ANIMATOR/ART DIRECTOR *Deep Focus, Avatar NY, Avenue A:Razorfish and United Media – 9.05 – 4.07*

- Gave art direction on detailed storyboards for client's promotional campaigns.
- Developed rich media, expandable, floating and standard animated banner advertisements.
- Designed Flash based screen-saver applications and 3D animation show opens.
- Created a diverse range of promotional material for small to Fortune 100 corporations.
- Client List: Citibank, Ford Automobiles, L'Oreal, Maybelline, DirecTv, TBS, HBO, Nickelodeon, Hasbro and more.

CHIEF OF PHOTOGRAPHY/GRAPHICS EDITOR *The Washington Examiner – Daily Newspaper – 8.03 – 9.05*

- 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.
- Illustrated 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

ADJUNCT PROFESSOR *Valencia Community College – Orlando, FL – 7.07 – 6.09*

- Taught Flash Animation Principles. Served on Graphics Technology Advisory Committee.

MASTERS DEGREE *New York Institute of Technology – Manhattan, NY/Old Westbury, NY – 9.05 – 12 – 06*

- Communication Arts. Concentration: Motion Graphics. Played on men's basketball team. GPA: 3.95.

BACHELORS DEGREE *Rutgers University – New Brunswick, NJ – 9.99 – 05.03*

- Visual Arts. Concentration: Graphic Design. Minor: Economics. Rowed on men's crew team. GPA: 3.0

SKILL SET

TECHNOLOGY: Coded tableless, cross-browser compliant XHTML, php and Cold Fusion websites using CSS, javascript (jQuery). Solid SEO/SEM (PPC) knowledge. Rich media Flash development using timeline, classes, AS2/AS3 and xml/rss. Reformatted Web content for mobile devices (iPhone and Android). Desktop application development using Adobe AIR. Content-managed, integration using Joomla, WordPress, Magento, BigCommerce and Drupal platforms. Created and promoted podcasts/webinars. Coded html e-mail blasts and text backups.

DESIGN: Fluent in Adobe CS5, Final Cut Studio, After Effects CS5, Omnigraffle, Maya and 3D Studio Max. Seasoned knowledge of layout, composition, color theory, typography, timing, branding, consistency and balance. New York City advertising background from group brainstorming to client delivery. Oversaw/built banner ads, email creatives, websites, mobile content, social media campaigns and landing pages for small to Fortune 100 clients. Created storyboards for motion/interactive projects. Drew wireframes for websites. Extensive traditional and vector-based illustrating experience.

MANAGEMENT: Extremely selective in hiring top talent. Managed creative process and inter-department work-flows. Pitched creative solutions to clients. Implemented newest design/technology trends with team. Delegated and organized team schedules. Recognized staff's talent, gave direction and pushed personal performance.