

EDUCATION

West Chester University of Pennsylvania
Bachelor of Arts Degree • May 2004
Major: Graphic Design • Minor: Art History

PROFESSIONAL
EXPERIENCE

Skechers, Manhattan Beach, CA | September 2017 – Present
Senior Digital & Web Designer

Macys.com, New York, NY | April 2013 – September 2017
Senior Graphic Design Manager

- Create emails, brandshops, static/responsive pages & sitelets
- Collaborate with a team of copywriters, marketers, merchants, UX/UI & Mobile team
- Work closely with Creative Director on concepting for print & digital projects
- Manage successful team of three: overseeing, developing & art directing

Quidsi Inc., a subsidiary of Amazon New York, NY | June 2012 – March 2013
Senior Graphic Designer

- Create a variety of designs for consumer-driven merchandising projects
- Produce UI design solutions including e-mails, promotional banners, interface elements, etc.
- Collaborate with other designers & copywriters
- Manage on-site promotional schedule and creative assets from concept to completion

Client: casa.com

Wilson RMS, New York, NY | March 2010 - March 2012
Art Director

- Act as primary Art Director, managing multiple projects under tight deadlines
- Execute print work from concept to completion
- Collaborate with copywriters to deliver strategically-driven creative
- Approve creative work before production
- Advise Junior Designer on creative process

Client: Guthy-Renker, Charter Communications, Wells Fargo

CramerSweeney, Mt. Laurel, NJ | September 2008 - March 2010
Freelance Interactive/Print Graphic Designer

- Create and manage designs for ads, brochures, corporate branding & e-commerce websites
- Design and update client websites with monthly sales promotions
- Direct photoshoots of designer eyeglasses for websites

Client: JCPenney Optical, Boscov's Optical

The Star Group/Media & Marketing Group, Cherry Hill, NJ | February 2005 - February 2008
Graphic Designer

- Create original graphic layouts for print, direct mail and OOH
- Manage client & oversee work of Design Tech
- Assist Art Director
- Prepare finals, print & digital mock-ups
- Revise and edit layouts

Client: Las Vegas Hilton Hotel & Casino

Saatchi & Saatchi Healthcare Innovations, Langhorne, PA | August 2004 - February 2005
Junior Studio Designer

- Assemble print mock-ups in studio
- Assist designers with comps, including preparing final files for press
- Revise and edit layouts

KNOWLEDGE
& SKILLS

Proficient in Adobe Photoshop, Illustrator, InDesign, Dreamweaver - CSS (hand code) & HTML (hand code), Quark Xpress, all Mac/PC office applications

ACTIVITIES
& INTERESTS

Photography, Painting, Drawing, Dance - Modern Jazz, Ballet, Hip-Hop