



EXPERIENCE

Art Director / Victoria's Secret / New York, NY

October, 2011 - Present

Lead a team of web designers in maintaining and evolving the creative projection for social media, home & landing pages, daily site updates and seasonal creative packages. Oversee social media creative across all channels. VS Fashion Show, VS Spring Special, XOXO Victoria, Holiday Dreams & Fantasies, Victoria's Sport, PINK

Committee Member / ShowHope / New York, NY

August, 2009 – January, 2013

Web and print design, marketing, social media, and event planning for American Cancer Society's Hope Lodge. American Cancer Society's ShowHopeNYC.org

Art Director / BALT / New York, NY

October, 2009 - October, 2011

Implementing the overarching creative direction, vision, and mission while providing leadership to those involved. AOL, L'Oréal, Moët & Chandon, Stella Artois, Aedas, Moviefone, The Huffington Post, Engadget, TechCrunch, MyDaily, Switched, Stylist, Politics Daily, Rodin Olio Lusso, Fitlogic, Jason Jacques

Art Director / Snackable Media / New York, NY

May, 2006 – March, 2011

UX, Front-end dev, web, print, branding, illustration, animation, video production, for direct marketing campaigns. VH1, Deal or No Deal, Predicto Mobile, Celebrity Squares, Email Discounts, Residential Email, Ezsavr, Grabaroo, GuessSMS, Ubuzzit, Email Discount Network, Conxtr, TvTxtr, Intelicom Messaging, Orbit Telecom, TxT360

Designer/Developer / Hyperwire / Tampa, FL

June, 2000 - June, 2005

UX, social marketing, branding, screen printing, event promotions, video/audio production, 3D/motion graphics Nopi, BF Goodrich, Toyo Tires, IDRC, Hyperwire Quarterly, Collective Clothing

EDUCATION

International Academy of Design & Technology / Tampa, FL

Associate of Science in Interactive Media, Minor in Graphic Design