



I'm a big idea machine with 10 years of cross industry, multidisciplinary, versatility under my belt. 2 parts UX Designer, with a dash of Technology Strategist, but an Art Director at heart. You could helicopter drop me into any project and I will guide the client, from concept to deployment, with guns blazing.

As a UX Designer I...

- Adeptly identify the primary goal, evaluate its intricacies, and create strategic solutions
- Map out complex customer journeys that provide valuable insight
- Develop prototypes for apps, websites, and presentations that increase efficiencies in work flow

As a Technology Strategist I...

- Research and suggest new emerging technologies to broaden agency offerings
- Bridge the gap between creative and development teams
- Advise on digital best practices
- Utilize working knowledge of HTML, PHP, and CSS

As an Art Director I...

- Create emotional stories that punctuate presentation content
- Construct clean, and complete visual messages
- Employ sensitivity to typography and layout
- Leverage extensive Graphic Design, and Branding experience

UX Designer Experience

FCB Health - Pharmaceutical Advertising - New York, New York *(Current, March 2015)*

Group Art Supervisor

Create innovative communication processes between creative, development, and motion graphics departments
 Cultivate creativity in junior team members and inspire colleagues to improve their efficiency, skill set, and knowledge
 Efficiently coordinate User Interface Design on multiple websites with near impossible timelines
 Manage print and digital projects across the KYPROLIS® (carfilzomib) global and US businesses

Area 23 HC - Pharmaceutical Advertising - New York, New York *(July 2011 - February 2015)*

Art Supervisor

Provided consultation on User Experience Design and Art Direction on digital projects across the agency
 Led agency wide training from junior designer to creative director on digital methodologies and concepts
 Filled the vacant role of creative lead on Biogen™ business, TYSABRI® (natalizumab), smoothly managing all projects

Production Glue - Events Planning - New York, New York *(May 2009 - June 2011)*

Experiential Designer

Designed user centered event signage, wayfinding systems, and internal informational graphics
 Developed event grounds map of Bloomberg summer event for 13,000 staff members

DDFCB - Pharmaceutical Digital Media - New York, New York *(October 2010 - May 2011)*

Senior Art Director

Concept and design development of NUVIGIL's award winning consumer homepage
 Infused modern Interaction Design and Web Design aesthetic into all projects

Serious USA - Digital Media - New York, New York *(November 2006 - February 2009)*

Senior Graphic Designer

Developed design for highest ROI ticket renewal program for Manchester United
 Created site maps and user flows for consumer promotional media filling the void for UX in the agency
 Entrusted with entire agency workload as company downsized and restructured

Education

Pratt Institute - Brooklyn, New York

Bachelor of Fine Arts in Communications Design
 Concentration in Graphic Design
 Graduated May 2003

Rutgers University - New Brunswick, New Jersey

Mini-Masters Certificate in User Experience Design
 Completed May 2016