



## EXPERIENCE

2014-2015

### Art Director

FCB Health | New York, NY

- Contributed work on three pitches, including major new business win
- Assigned to fast-paced professional/consumer launch team
- Created range of concepts and executions for projects on primary accounts with copy teams
- Experienced in print, video, and digital, including collaboration with UX team on app design

2014

### Freelance Designer

National Football League | New York, NY

- Researched and conceptualized campaign platforms that work across multiple channels
- Brainstormed innovative ideas in a team setting
- Managed projects while maintaining a keen attention to detail

2013-2014

### Junior Art Director

Schifino Lee Advertising + Branding | Tampa, Florida

- Completed numerous projects simultaneously under aggressive deadlines while keeping abreast of innovative design trends
- Collaborated with account teams to ensure design remained consistent with client's expectations and campaign strategy
- Worked closely with copywriters to develop concepts with Art Directors to produce design materials
- Art directed :30 TV spots for various clients
- Ensured final art met specifications and was prepped for production

2011-2013

### Digital Marketing Intern + Freelancer

Somee Institute | New York, NY

- Designed Facebook tabs to bring awareness to product line
- Created monthly promotional slides for clients website
- Assisted with media and blogger outreach

2012

### Freelance Graphic Designer

United Landmark Associates | Tampa, Florida

- Designed animated banners using Flash
- Updated the design and templates of print materials
- Assisted in making edits and finalizing design projects
- Designed and developed newsletters and business cards

2012

### Graphic Design Intern

Orange Theory | Largo, Florida

- Created a brand identity for a non profit organization
- Designed and facilitated the production of a large format signage for a promotional event
- Aided in strategic and project planning for a networking event

## INDUSTRY SKILLS

**Art Direction:** Put together a multi-section research document with creative parameters, establishing a business strategy for an advertising campaign.

**Corporate Branding:** Completed rebrands of multiple companies, which included developing a multi section-brand guidelines. This manual consisted of market research, brand significance, and application.

**Brand Strategy:** Performed extensive research in order to understand the logistics of creating and establishing a new business rationale in the Tampa Bay area.

**Environmental Design:** Developed a wayfinding, signage, and graphics program for the Art Institute of Tampa. Signage and environmental solutions were designed and placed strategically throughout the campus.

**Copywriting:** Built copy messaging platforms for multiple advertisements and formulated key target messaging to be implemented into a variety of campaigns.

**Web Design:** Produced wire frames and web design layouts to be coded into a live website.

## SOFTWARE SKILLS

Current version of Adobe Creative Suite

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Fireworks
- Final Cut Pro
- Microsoft Office 2011
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint

## EDUCATION

The Art Institute of Tampa | Tampa, Florida | 2009-2012  
Bachelor of Fine Arts in Graphic Design

## MEMBERSHIP AFFILIATIONS

The Art Institute of Tampa | AIGA 2010-2011