

JUNIOR ART DIRECTOR

Energetic, determined and driven Design and Production Professional with extensive experience in asset design, and process improvements. Proven ability to partner with teams to analyze client needs and processes, and leverage industry knowledge, technical tools, and creativity skills to implement value-driven solutions that achieve organizational goals and exceed stakeholder expectations. Adept at creating and a variety of social media campaign platforms.

AREAS OF EXPERTISE

- Strategic Planning & Decision Making
- Adept in Graphic Design
- Excellent Customer Service Skills
- Management & Leadership Skills
- Scheduling/ Work-flow Administration
- Innovative Problem-Solving Skills

EXPERIENCE

United Way of New York City New York, NY 2016–2023

Junior Art Director

Performed day-to-day content administration of the United Way of New York City web portfolio, in addition to handling a variety of digital marketing projects. Provided ad hoc creative support and on special projects, as needed.

- Develop, guide, and maintain visual brand guidelines throughout all graphic assets
- Concept and design branded materials to elevate company presence at philanthropic fundraising events.
- Manage and execute creative from concept to pre-production through to final creative QC & asset delivery.
- Designs and produces print materials and electronic communications, such as fundraising collateral, invitations, e-newsletters, reports, PowerPoint presentations/proposals
- Produces various digital deliverables including social graphics and email templates.
- Prepares and standardizes all print and web/digital deliverables with a focus on consistency and file management.
- Manages the in-house production of collateral working closely with staff in Administrative Services.
- Works closely with Marketing & Communications peer staff.

Wieden + Kennedy New York, NY 2016

Freelance Digital Production Designer

- Executed digital assets and presentations for big name clients such as Equinox, Sprite, Bud Light and Delta.

Howard Hughes Studios NYC New York, NY 2015–2016

Freelance Digital Production Designer

Executed marketing and advertising projects and campaigns ranging from large format printing to print collateral, print advertising, online advertising, email blasts, social media and video promotions for the Design Studio Store.

- Ensured that all creative deliverables met internal standards and client objectives.

Eyeball New York, NY 2014–2015

Freelance Graphic Designer & Production

Used style guides to develop layouts for gardening soil product.

- Implemented design to the various product sizes; adjusted illustrations and copy, keeping the brand consistent across the board.
- Liaised with client over revisions to finalize design files
- Prepped design files for handing over to the printer.

Matter, Inc. New York, NY 2014

Freelance Graphic Designer & Production

- Brainstormed options for design treatments with Art Director and other teammates. Comped and mocked up options to present to client for approval.
- Used style guides to develop branding for large scale Unilever conference.

Condé Nast New York, NY 2012–2014

Digital Production Designer (Epicurious.com)

Provided image asset management and prepping of image files in various areas, including composting, retouching, resizing and compressing.

- Handled photo research and also updated HTML/CSS via CMS.

Agency Sacks New York, NY 2011–2012

Freelance Graphic Designer & Digital Production

- Coordinated clients and account managers; interpreted client's business needs based on objectives and requirements.
- Presented quotes to clients; innovated designs, concepts and ideas within the constraints of cost and time. Advised options for design treatments; engineered designs according to the clients' final judgments.

ADDITIONAL RELEVANT EXPERIENCE

Source Media, Saatchi & Saatchi New York, NY 2011

Freelance Graphic Designer & Production

Identified clients' requirements and budget; prepared rough drafts of project time-line and costing. Developed concepts, graphics, images and layouts for product models, company emblems, and website. Assessed size and arrangement of illustrative material and copy; facilitated font style, font size and format of designs. Reviewed final layouts; coached improvements and revisions on designs, prints and productions.

Maisonette 1977 New York, NY & Hong Kong, HK 2009–2011

Freelance Graphic Designer

Generated work designs by gathering information and materials; evaluated data and components. Guided graphic designer assistants on product design and layouts; created a goal-oriented working environment. Organized rough drafts to client for approvals; reviewed design samples, catalogs and templates. Directed colors, textures, shapes, photography and animations; arranged overall graphical elements.

Direct Brands, Inc. New York, NY 2003–2010

Senior Graphic Designer

Programmed the creation of all visual designs, visual concepts and visual logos and icon designs. Supervised Graphic Designer Staffs; instructed the hiring, evaluation and direction of the team. Communicated and coordinated with the information architects, writers and production artists.

EDUCATION

Bachelor of Fine Arts

Cooper Union School for the Advancement of Science & Art New York, NY

PROFESSIONAL DEVELOPMENT

User Experience Design Program

General Assembly New York, NY

Certification of Completion of Intensive Web Design Course

Noble Desktop New York, NY