

Objective

Interactive Art Director position at a top ad agency that allows me to fully utilize 10 years of traditional and interactive design experience. Continue to enrich my conceptual skills and knowledge in a progressive, challenging environment where creative thinking and sound execution are considered valuable resources. Inspire and be inspired. Above all, have **fun**.

Experience

○ Fox Sports Interactive Media (Los Angeles)

Creative Services Manager: 7/2002 - Present

- Art-direct, produce & design both internal and external digital communications and print/web experiences: e-marketing, websites, eyeblaster ads, sweepstakes/contest pages, print advertising campaigns, DVD packaging/interface, promotional packages, internal sales kits, style guides
- Manage external teams of developers to produce interactive site contents
- Design, develop and deliver high-level concepts and rich media solutions for advertisers, including Honda Car, AOL Broadband, Jack Daniel, VISA
- Interact with internal departments and various levels of management to strategize company's branding efforts and market positioning, then create and maintain brand strategies

○ BottleZ Interactive (Pasadena, CA)

Founder/Design Director: 1999 - Present

- Projects include: websites, brochures, brand/logo design, editorial, catalogues, promotional pieces (interactive, direct mail, invitations, posters, CDs, DVD packages, magazine inserts)
- Client list includes: TV Guide Magazine Group, Foxsports.com, Michael Jackson, Room Publication, NHL.com, MLB.com, Active.com, Speed Steam, Novartis Pharmaceuticals Worldwide, Pressure Profile Systems, Market Ink

○ FOXSports.com/News Digital Media (NYC)

Art Director: 10/1998 - 3/2001

- Art-directed and supervised team of 3 designers to create award-winning site redesign

○ Allure Magazine (NYC)

Design Consultant: 1998

- Art-directed set of 4 editorial feature spreads for July/August issue

○ Digital Pulp (NYC)

Senior Designer: 9/1997 - 8/1998

- Created websites and online/offline ad campaigns for DoubleClick, InterVU, Egghead.com

○ Modem Media (NYC)

Associate Art Director: 3/1997 - 9/1997

- Conceptualized and initiated website design approach for Delta Airlines ("Advertising Opportunity" section)
- Created online ad campaigns for JC Penny, Delta Airlines, Levis

Awards

- Web Marketing Association - 1999 WebAward for "Best Sports Website"
- New Media Invision Awards Festival - 1999 Silver Award for "Best Sports Site"
- British Academy of Film and Television Arts [BAFTA] Interactive Entertainment Awards - 1999 nomination for "Outstanding Achievement in News"
- Novartis (www.pharma.novartis.com) - 1999 ehealthcareworld Award for "Best Designed Website"
- Graphis - 1997 published work for "Best Student Showcase of the Year"
- Society of Publication Designer [SPD]'s 32nd Student Competition - 1996 Merit Award for "Magazine Editorial"
- Art Directors Club (NY) - 1996 exhibition for highly selective student poster design collection

Skills

- Photoshop, Illustrator, Flash, Dreamweaver, HTML, Final Cut Pro, CSS, Image Ready, SoundEdit 16, BB Edit, QuarkXpress

Education

- School of Visual Arts (NYC)
BFA in Graphic Design: 1997
- Pratt Institute (Brooklyn, NYC)
MFA in Computer Graphics & Interactive Media: 3/6 terms, 1997-1999
- Art Center College of Design (Pasadena, CA)
Art Center At Night Program
➢ Basic Advertising with Mikio Osaki: Fall/2003
➢ Micro Film Cinema with Stephen Berkman: Spring/2004
- University of California (Los Angeles)
UCLA at Night
➢ Advanced Flash: Spring/2003