

- Experienced designing content for desktop and mobile based games and applications.
- History of working with multiple departments in both start up and established environments.
- Passionate about using thoughtful design and the Internet as a tool to further education for adults and children alike.
- Self-motivated start-up friendly designer with a diverse management background.
- Traditional illustrator with a genuine love for interactive media and character design.

experience

Contract Art Director/Senior Designer, Salem, MA

Various Freelance Assignments, 4/2019 – PRESENT

- Work on short and long contract basis designing emails, site and social media assets.
- Most recently with Acushnet/FootJoy, HEYDUDE, BRUNT and TJX/HomeGoods.

Distinctive Apparel Inc, Randolph, MA

Senior Designer for Chasing Fireflies, 5/2018 – 3/2019

- Work closely with brand leadership, clothing buyers and copy writers.
- Conceptualize and design custom emails, wireframes, web pages, illustrations and supporting graphics for brands.
- Pitch, design, and roll out time sensitive email and social media content to drive revenue and increase awareness.

Scholastic Park, Boston, MA

Creative Director, 5/2015 – 10/2017

- Design and develop K-12 educational math-based game.
- Build and manage remote team of educators, programmers, designers, animators and voice talent.
- Make presentations to investors to secure financing.

GUNNAR Optiks, Carlsbad, CA

Product Designer for Gaming Based Partnerships, 1/2014 – 8/2018

- Work closely with company founders, VP of New Business Development and VP of Marketing.
- Conceptualize and design custom eye-wear and accessory prototypes that embody elements from popular video games.
- Pitch, design, and roll out time sensitive viral social media content to increase brand awareness.

Fashion Playtes (FP Girl), Beverly, MA

Experience Design Lead, 8/2011 – 11/2012

- Work closely with VP of Site Experience, key marketing team members and developers.
- Design responsive and age appropriate gaming content for a pre-teen female target audience.
- Establish a website strategy based on responsive design to best suite our target audience.
- Create navigation logic that reinforced our business focus and improved our design studio experience.
- Brainstorm and execute time sensitive designs used as visual aids build investor confidence.

RipTen, Boston, MA

Creative Director and Publisher, 5/2007 – 10/2011

- Design and develop geek-culture news site generating 3 million plus monthly unique visits.
- Build and manage remote team of writers, editors, programmers and designers.
- Promote awareness of site and built readership through social media and viral content.
- Establish relationships with PR firms and publishers such as Sony, Nintendo, and Microsoft.
- Secure exclusive interviews, reported industry news and created original content.
- Assemble and manage on-site teams to provide fast paced coverage of industry events.

Bose Corporation, Stow, MA

Online Art Director, 3/2005 – 3/2007

- Work collaboratively with the business, marketing, production, and editorial teams.
- Spearhead youth marketing initiative and conducting user test sessions with target demographic.
- Pitch, coordinate, and conduct off-site photo-shoot as a means to generate youth photography.
- Responsible for design of marketing material such as landing pages, promotional emails and banner campaigns.
- Work with editorial team on a regular basis to create supporting graphics and illustrations for our monthly emails.

skills

Email Design, Social Media Design, Art Direction, Site Design, Logo Design, Icon Design, Freehand Illustration, Print Design, Strategy & Vision Design, Mood Boards, Storyboards and Concept Sketches.

software

Adobe Creative Suite, Photoshop, Illustrator, InDesign, Sketch, Wordpress, Shopify, WooCommerce

education

Pratt Institute, Brooklyn, New York