

- 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

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### **Freelance Interface Designer and Illustrator, Salem, MA**

Various Freelance Assignments, 4/2019 – PRESENT

- Work with freelance clients designing web pages, logos and illustrations.
- Most recently with TJX/HomeGoods as a Senior Designer on emails and home page assets.

### **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**

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

## **software**

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Adobe Creative Suite, Photoshop, Illustrator, InDesign, Sketch, Wordpress, WooCommerce, Microsoft Office

## **education**

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Pratt Institute, Brooklyn, New York