



EXPERIENCE

Ralph Lauren NYC

Senior Designer

January 2009 – present

- Events photographer.
• Creating e-mail marketing for various Ralph Lauren brands.
• Developing, marketing and elevating the brand through in-store kiosk promotions, electronic press kits, motion graphics and micro sites.

Publicis NY NYC

Designer/Art Director

January 2005 – August 2008

- Developed promotional campaigns for Kahlúa, Canadian Club, Citibank, P&G (Bounty, Vicks, Puffs), Prilosec and UBS.
• Created integrated print and promotional campaigns for Stolichnaya.
• Won new business: luxury goods brand, Tumi.
• Integrated global advertising and marketing campaign for Tumi.

BorsaWallace NYC

Junior Designer

April 2004 – January 2005

- Designed pages for Joan Rivers and company website.
• Created print promotions for Ecco Domani, Gallo of Sonoma, Grassroots and Medidata.
• Developed packaging and print promotions for P&G (Crest, Intrinsa, Restylane).

Esprit International NYC

Graphic Designer

August 2003 – April 2004

- Developed Esprit branding through advertising, catalogs, retail space and online for all divisions and brands.

James McGlynn Design NYC

Part-time Designer

November 2000 – November 2002

- Designed marketing materials for various companies.
• Helped design logo and branding for Champion Mortgage.

EDUCATION

Adhouse (continuing ed.) NYC

Concepting Creatively & Campaign Development

2006, 2007

School of Visual Arts NYC

Bachelor of Fine Arts, Graphic Design

1998 – 2002

RECOGNITION

2010

Monumental: The Reimagined World of Kevin O'Callaghan

Student works published in book.

2008

AIGA "Get Out the Vote" poster design competition

1 of 50 posters on display during the Denver and Minneapolis national conventions.

2002

Moonlighting, MTV VMA exhibition

3D design pieces on display in Grand Central Terminal and NY Art Directors Club.

2001

The Next Best...Ding!, exhibition

Typewriter artwork on display in Grand Central Terminal, NY Art Directors Club and Union Station in Washington, DC. Press coverage by CBS, CNN, Invention & Technology, National Geographic, NPR and Washington Post.

SOFTWARE SKILLS

Graphics

Photoshop CS5
Illustrator CS5
InDesign CS5
QuarkXpress
Lightroom 3

Motion

Final Cut Pro
After Effects CS5
Cinema 4D

Interactive

Dreamweaver CS5
Flash CS5
Javascript
CSS

RELEVANT SKILLS

Photography
Image manipulation
Retouching
Complex comping/mock-up
Client presentations
Building client relationships

Art directing photo shoot
Art directing video shoot
Pre-press preparation
On-site press check
Various print processes
Bilingual in English & Japanese



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