

EXPERIENCE**R/GA · CREATIVE DIRECTOR**

Creative direction + design on accounts including Nikewomen.com, sunglasshut.com, Cole Haan, Nike Livestrong.com; L'Oréal.com; art direction, management, and lead design of various campaigns for Nokia NSeries site, and several projects for Target. Collaborated on design for several pitch wins, including Zagat, Mars and HBO.

April 2005- current

INDEPENDENT CONTRACTOR

Site and print design for such clients as Behavior Design (rjogroup.com), Disney, AEI, Spring Design, Homegrown Films, among others.

March 2004 – April 2005

SEMAPHORE PARTNERS · CREATIVE DIRECTOR

Art direction and management of team of designers and production artists. Helped establish the design strategy for the New York office.

November 2003 – March 2004

RAZORFISH · CREATIVE DIRECTOR

Lead design of major website and intranet redesigns, from pitch through site design and buildout. Clients included GE Silicones, International Foods and Fragrances, Regeneron Pharmaceuticals, and Parsons Brinkerhoff among others.

From 2000 into 2001, as a Design Director, oversaw team of designers and production artists. Art direction, designer review and evaluation, proposal creation, and site design.

September 2000 – October 2003

ORGANIC · ART DIRECTOR

Website, branding, and pitch design for entertainment, retail, and e-commerce clients. Position involved mentoring junior designers, as well as leading concept and design of sites for Bloomingdale's, Compaq/Sting, Corbis, Boo and others.

June 1998 –September 2000

I/O 360 DIGITAL DESIGN · SENIOR DESIGNER

Multimedia design for a wide variety of platforms—extranet and intranet websites, kiosks, promotional campaigns, and website branding. Clients included Polo Jeans Co, New York Today, Barnes & Noble, and Fujitsu Corp.

September 1996 – May 1998

TIME ONLINE · ASSISTANT ART DIRECTOR, SPECIAL PROJECTS

Web site design of editorial features, photo essays, and the original online version of the print publication *Time Digital*.

June 1995 – September 1996

JESSICA HELFAND STUDIO · DESIGN ASSISTANT

Design of both multimedia and print work. Assisted on prototype design for the original New York Times website.

February 1995 – June 1995

THE SARABANDE PRESS · STAFF DESIGNER

Responsible for design and complete follow-through of a wide variety of projects including interior design of trade paperbacks, fiction, plays, 4-color illustrated books, book covers, newsletters and promotional pieces.

March 1993–October 1994

EDUCATION **YALE UNIVERSITY**

Bachelor of Arts, 1991
Cum Laude with Distinction in the Literature Major

AWARDS**BEST USE OF MOBILE MARKETING (PRODUCT/SERVICES LAUNCH)**

MMA Annual Awards Program (Product/Services Launch)
For Bluetooth Poster design: Client Nokia UK. Mobile users downloaded customized maps to their cell phones from specially designed London Underground posters. These customized maps provided event and service destinations particular to the location of each subway stop.
Art Director and part of concept team.
December 2006

PROMAX&BDA AWARD(Broadcast Designers Association) : SILVER

(http://www.promax.tv/awards_final.asp)
For site design of www.rjogroup.com
Concept and lead designer. Client: RJO; Agency: BehaviorDesign.
December 2005

HORIZON INTERACTIVE AWARDS(Self Promotion / Company ID) : SILVER

<http://www.horizoninteractiveawards.com/winners.htm#2005>
For site design of www.rjogroup.com
Concept and lead designer. Client: RJO; Agency: BehaviorDesign.
December 2005

INTERNATIONAL WEB PAGE AWARDS: CREATIVE ACHIEVEMENT

(<http://www.webpageawards.com/2002certificate-p-z.html>)
For site redesign of www.iff.com
Creative director and lead designer. Client: IFF; Agency: Razorfish.
December 2002

GOLDEN WEBAWARD: STANDARD OF EXCELLENCE

For site redesign of www.regeneron.com
Art director and lead designer. Client: Regeneron; Agency: Razorfish.
November 2002

THE ONE SHOW, MERIT AWARD

For site design of the Corbis Store (since redesigned)
Client: Corbis; Agency: Organic
January 1999

AMERICAN CENTER FOR DESIGN: 100 SHOW

Lead designer, BarnesandNoble.com promotional campaign:
Client: Barnes & Noble; Agency: i/o 360 digital design.
February 1998

PUBLICATIONS **PRINT MAGAZINE · VOLUME LIV:V (DEC 2000)**

www.sting.compaq. Agency: Organic.

AIGA ANNUAL 2000 (SPRING 2000)

Site design for New York Today; Agency: i/o 360 digital design.
Published: Spring 2000

PRINT MAGAZINE · VOLUME LII:II (FEB 1998)

BarnesandNoble.com promotional animations; Agency: i/o 360 digital design.

DESIGN MAGAZINE · Volume 238, Korea (APR 1998)

Lead Designer, Polo Jeans Kiosk; BarnesandNoble.com