



## EXPERIENCE

- Art Director: XpresSpa**, New York, NY 6/2008–Present
- Establish corporate brand standards in packaging, collateral, PoP, advertising and online presence for XpresSpa, an international chain of full-service spas in airports.
  - Provided art direction for original photography, researched stock photography and executed high-end photo retouching.
  - Conceptualized and executed marketing collateral, packaging, PoP visuals, signage and trade show graphics.
  - Streamlined production, implemented asset management system, sourced vendors, managed print budget, researched and advised executive staff of new software and equipment for the creative department.
  - Provided copy writing for packaging, brochures, and other collateral, coordinated cross-marketing campaign with related brands. Collaborated with executive and marketing staff and on new marketing strategies.
- Sr. Graphic Designer: Wine Enthusiast**, Elmsford, NY 4/2005–6/2008
- Design catalogs, product packaging, and collateral for Wine Enthusiast, Inc., wine accessories catalog and magazine publisher.
  - Orchestrate catalog page and packaging layout and digital production, conceptualize illustrations for catalog covers, and write catalog copy. Develop packaging templates and full- and two-page advertisements for *Wine Enthusiast Magazine*.
  - Create brochures, large-scale trade show graphics, digital and conventional illustrations, and logos.
  - Manage the photography studio and perform editorial field photography and advanced photo editing.
  - Established standards and procedures for photo retouching, workflow, and job archiving.
- Graphic Designer: Hudson Valley Parent Magazine**, Newburgh, NY 10/2003–2/2005
- Performed editorial and advertising design, advanced photo editing, and editorial field photography for *Hudson Valley Parent*, *Capital District Parent*, *Hudson Valley Mature Life*, and *Capital District Mature Life* Magazines.
  - Produced editorial layouts, magazine covers, editorial illustrations, advertising, trade show graphics, and pre-flight of ads.
  - Directed magazine cover photography shoots and the purchasing of photo shoot props.
  - Created and maintained web site graphics and content updates.
- Graphic Designer: Stan Clark Companies**, Stillwater, OK 8/2002–9/2003
- Designed catalogs, brochures, corporate identity materials, advertisements, apparel graphics, PoP graphics and illustrations for internal and external clients.
  - Provided art direction and concepts for catalog photography, catalog and brochure copy writing, and direction of additional copy writing and photo styling to freelance consultants.
  - Pitched seasonally thematic T-shirt concepts, illustrations, and original typographic design for apparel.
  - Proofread catalog and brochure copy, managed catalog production, coordinated catalog photo shoots, such as finding locations, managing props, and recruiting apparel models.
- Graphic Design Intern: Ackerman McQueen**, Tulsa, OK 1/2002–4/2002
- Supported the production of advertisements and collateral for Ackerman McQueen, a national advertising agency.
  - Digitally produced advertisements for print, vector illustration, rendering of apparel graphics, and scanning.
  - Converted files to PDF format, created PowerPoint slide shows, and mounted and mocked-up printed design work for presentation to clients.
- Graphic Design Assistant: Oklahoma State University**, Okmulgee, OK 8/1999–4/2002
- Performed graphic design for companies and organizations making monetary contributions to the OSU-Okmulgee Visual Communications Department.
  - Coordinated stationary design for the Okmulgee Chamber of Commerce.
  - Designed the book and page layout, rendering a series of over 80 medical illustrations, for OSU-Okmulgee Orthotics and Prosthetics Technology distance learning CD-ROM.
  - Collaborated on concepts for clients like Pradco Outdoor Brands, Okmulgee County Criminal Justice Authority, and OSU-Okmulgee Student Life.

## FREELANCE

**Interactive Art Director: Taproot Foundation**, New York, NY 6/2008–2/2009

- Provided a fresh, new online look for TheCaringCommunity.org, the largest nonprofit agency for seniors in Lower Manhattan
- Executed new design for site that could be integrated into a CMS, allowing staff to update content with ease.

**Art Director: Vinotemp International**, Rancho Dominguez, CA 6/2007

- Conceptualized new packaging design for Vinotemp Wine Cellars, provided InDesign template and style guide for staff designers to follow.

**Art Director: Sentry Investments, LLC**, Tulsa, OK 8/2006

- Designed logo and identity package for Century Investments, LLC., high yield Forex Trading.

**Art Director: Keagan Consulting**, Mt. Kisco, NY 10/2008

- Designed Powerpoint presentation for cross-branding proposals

**Illustrator: Wine Enthusiast, Inc.**, Mt. Kisco, NY 8/2008

- Illustrated detailed concept of wine-related twist on Salvador Dali's melting clocks painting

**Interactive Art Director: SKwriting.com**, New York, NY 8/2008-9/2008

- Designed portfolio web site for Susan Kostrzewa, magazine editor and writer.
- Scanned and digitally restored hard copies of articles, optimized writing samples for easy viewing.

**Integrated Art Director: Christine Seddon**, New York, NY 12/2008

- Designed web site, album packaging and marketing materials for Christine Seddon, singer and song writer
- Provided art direction at photo shoot and retouched photography

## SKILLS

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Flash, Dreamweaver, HTML, QuarkXpress, Final Cut Pro, Avid, FileMaker Pro, Macintosh OS X, Windows XP, Microsoft Office, Norton Utilities, Extensis Suitcase, Capture One RAW.

## EDUCATION / ACTIVITIES

Associates in Applied Science, Graphic Design Technology: Oklahoma State University, Okmulgee, OK 2002  
Evaluated student portfolios: Oklahoma State University-Okmulgee Graphic Design Portfolio Revue 2003  
Member: Art Directors Club, Tulsa, OK 2001–2003  
Second and Third Place in Copy Writing: Brass Ring Awards 2002