

Accomplished Art Director/UX Designer experienced in responsive web, mobile, experiential, branded content, ID design, brand DNA, e-commerce, and print. Strengths include identifying, designing, and pitching creative concepts, then leading cross-functional teams to implement effective solutions. Expert in creating large-scale concepts and user-centered design solutions that bring more impressions and engagement, improving users experience and connection to the brand.

EXPERIENCE**Freelance**

Creative Director | 2015 - Present

Responsible for leading the visual development of cross-platform branded content for multiple companies, including Mobilize, Ipsos, The Helm, The Vane, Loup Digital, Italia Rail, The Reset, The Fine Line, Observer, Olivia Palermo, Link AKC, Switch2pure, Zazen Bear, Matt Bernson, Wholesome Wave, Imadre, Frommers, Full Time Travel, and others.

TRAVEL + LEISURE TIME INC

Digital Art Director | 2013 – 2015

- Worked with business stakeholders, cross-functional groups, product owners, and front-end developers to define the user experience of Travel + Leisure's website, mobile products, and social media presence.
- Crafted creative strategies and innovative solutions to meet audience development and revenue goals translating these concepts into tangible deliverables.
- Worked with team to re-design site for SEO/SEM optimization
- Worked collaboratively across editorial, technology, research, and business teams to define and synthesize project requirements and assist in product roadmap and design resource planning.
- Developed concepts from idea to final design by leveraging a broad designer toolkit, from sketches, storyboards, user scenarios, personas, wireframes to design prototypes, and detailed wireframe specs for iOS, Android, and Mobile Web platforms.
- Followed and evaluated user workflow and task modeling, mobile interaction design, information architecture design, conceptual design, best practices in mobile design, design guidelines, and heuristics.

AMERICAN EXPRESS PUBLISHING (Acquired by TIME INC in 2013)

Art Director | 2011 – 2013

- Responsible for leading the design of iOS apps, digital magazines, e-newsletters, websites and more.
- Adhering to agreed-upon delivery schedules, worked with management, development, and editorial staff, to insure the design experience communicated the right message and functioned successfully.

FOX DIGITAL MEDIA

Art Director / Web Designer | 2008 – March 2011

- Worked with executive, sales, and marketing teams, producing effective and memorable user experience design solutions from widget advertising campaigns to client micro-sites to social networking / community platforms.
- Met extremely tight deadlines, working with editorial staff, development, and management to insure the design experience communicated and functioned successfully for varying technical and performance specifications.

FORBES.COM

Freelance Art Director | 2008

- Provided artistic direction and quality control to ensure timely completion and launch of forbesautos.com. Helped identify creative design issues and implemented effective solutions.

CBS INTERACTIVE

Senior Designer | 2000 – 2008

- Developed, pitched, and designed content for The CBS Early Show and CBS Evening News online web sites.
- Worked closely with Site Directors to establish site design integrity, implemented production workflow efficiency, and created mock-ups and concept development simulations for CBS News.com.

- Oversaw three major Early Show web site redesigns and an update for The Evening News section of CBSnews.com.
- Instrumental in creating multiple core web elements and customizing web assets including special CBS News "interactives," web advertisements, and promotional campaigns for online and on-air programming.
- Extensive experience in CBS's CMS web publishing tool.
- Projects included: The Early Show, The Evening News with Katie Couric, Springboard, and others.

OTHER EXPERIENCE

LIFETIME TELEVISION

Senior Web Designer

- Provided clear creative vision and design philosophy for on-line design department.
- Conceptualized, designed, and produced content for the Lifetime Television web site, including promotional materials for series, specials, and more.
- Worked closely with other departments to ensure appropriate online design and Lifetime brand presence.
- Projects included: lifetimetv.com, affiliate.lifetimetv.com, Lifetime Original Movie, Next Door with Katie Brown, New Attitudes, Main Ingredient, banner ads, and more.

CITIBANK

Senior Designer

- Responsible for supervising designers through the design and production process. Worked closely with art director to develop concepts and creative solutions.
- Projects included: citiwallet.com, e-citi intranet, and others

MERCK-MEDCO MANAGED CARE, L.L.C.

Designer

Provided design services to Marketing, and Promotions, departments.

- Designed effective navigational framework and produced all graphic elements for corporate web sites. Developed and scripted web pages and high-level technical functionality.
- Projects included: Optimal Health, Client Services, About Merck-Medco, Provider Services, Marketing's Intranet site, Well Informed Newsletter, Competitive Database, Computer Based Training, Intranet site, and others.

TIME WARNER INTERACTIVE AND TIME WARNER CABLE-BROADBAND APPLICATIONS

Designer

- Responsible for conceptualizing venues and applications for the Full Service Network and Road Runner cable modem internet service.
- Designed overall look-and-feel of content for web sites and interactive TV applications.
- Projects included: Road Runner, The Virtual Garden, San Diego Online, BBTv, and others.

EDUCATION

B.A. in Computer Graphics and Advertising Design, The City College of New York

HONORS

magna cum laude

CONTINUING EDUCATION

United Digital Artist Web Design

SVA Continuing Education

SOFTWARE/SOCIAL

Adobe Creative Suite, Sketch, InVision, CSS, HTML, WordPress, Drupal (and other CMS tools); broad social media content strategy, analytics, and CRM experience.