



DESIGN • ILLUSTRATION • STRATEGY

PERSONAL PROFILE

I have 15 years of experience in brand identity, packaging design, product design, licensing, and marketing. I'm a visual designer who is equally savvy in leading production processes, project management, illustration, and communications.

I love leading diverse teams to meet very ambitious deadlines -- and more importantly achieve results and surpass business goals. I'm a team player and thrive when giving and receiving feedback.

I'm especially passionate about typography, travel, pizza (who isn't?), my dog Lupo, and my (brand new!) son Theodore.

RELEVANT EXPERIENCE

Creative Director, Audeeo Innovations

London, UK (Remote) / 2014-Present

- Lead international creative and production teams across North American, European, and Asian markets for Audeeo Innovations, a multi-million dollar company with a focus on consumer electronics and more;
- Oversee in-house brands and the creation of all design materials, including packaging, displays, catalogs, product presentations, the development of new products, booth design, websites, and other visual/marketing materials;
- Proven results in elevating design and managing international teams to ultimately increase sales and profit

Art Director, iHip

New York, NY / 2011-2014

- Managed the design team, developed the brand identity for, and ensured adherence to brand identity for iHip, the primary consumer electronics brand of Zeikos;
- Instrumental in brand development and steering the company to larger and more diverse consumer markets;
- Created original patented products from concept stage to mass production

Senior Graphic Designer, Vivtar

Greater New York area / 2008-2011

- Developed unique molds for a wide-range of products;
- Designed packaging for consumer electronic products;
- Oversaw licensing compliance, for example with Nickelodeon brands such as Dora the Explorer and SpongeBob SquarePants; Managed each stage of licensing, from submitting design to licensor to obtaining approval for production

CONTACT

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EDUCATION

B.F.A. Communication Design, 2008

Kutztown University of Pennsylvania

Governor's Scholarship recipient

Full tuition four-year scholarship

2007 Adobe Design Achievement Award Finalist

SKILLS

 Illustrator  Photoshop

 Indesign  Wordpress

 Sketchup  Clip Studio

+ MS Outlook / Squarespace
Shopify / Acrobat / OpenSea

EXPERTISE

Graphics | Typography | Messaging
Brand Identity | Product Development
Colorways | 3D Rendering Design
Packaging Design | Iconography
Presentations | Website Design