

OVERVIEW

Design professional with over 15 years of experience conceptualizing, creating and directing compelling interactive projects and digital interfaces for clients as diverse as Apple, American Eagle, BMW, Donatos, Ford, Huntington Bank, International Delight, Limited Brands, Mars, NGK Spark Plugs and Victoria's Secret. Effective decision-maker, team leader and creative thinker for results-oriented design projects. Excellent written and verbal communication to implement successful branding and marketing solutions. Strong knowledge of applications to visually communicate and strategize design ideas with a proficiency in the technical aspect of new media development.

Areas of expertise include:

- e-commerce and rich-media websites
- user interface design
- interactive online games
- video editing and flash animation
- online branding campaigns
- graphic emails and web banners

PROFESSIONAL EXPERIENCE

Engauge
Columbus, Ohio
engauge.com

October 2007 - present

Senior Designer

Responsible for generating marketing and branding campaigns, designing websites, interactive online games, digital billboards, rich media web banners, graphic emails, and concepting TV spots for local and national new business accounts. Work closely with the packaging division to create corresponding corporate and contest websites, emails and web banners. Duties also include website content organization, directing developers and production designers, concept presentation, video editing, video shoot art direction, and costume and set design.

- Designed branded online interactive game for NGK Spark Plugs. Won a 2010 One Show Entertainment Bronze Pencil.
- Designed the re-branded Donatos, International Delight, and Glory Foods websites.

Reflex Design & Technology
Columbus, Ohio
reflexdt.com

November 2001 - October 2007

Creative Director

Responsible for the overall creative direction and design of all projects as well as managing a team of designers and developers to deliver front end visual strategies with back end application development. Projects consist of rich media and e-commerce websites, cd-rom interfaces, html graphic emails, video presentations, logo design and branding across all media, as well as signage and environmental graphics. Duties also include developing website architecture and content organization, project management, client service, concept presentation and photo shoot art direction.

- Created a spring break website for American Eagle, who attributed strong sales directly to this marketing effort. Users could view outfits in hotel rooms which tied directly back to AE's e-commerce section, view concert performances, video confessionals, photos and read a blog.
- Re-designed the Huntington Online Banking website and directed the design of an interactive flash demo on how to use online banking.
- Designed and directed the development of an all flash site for the Limited Brand's 2001 Annual Report that translated the design of the printed report into a unique and exciting on-line experience.

Resource
Columbus, Ohio
resource.com

July 1995 - June 2001

Interactive Art Director (1998 - 2001)

Responsible for the direction and design of interactive projects, as well as creative concepting and marketing solutions for various retail and high-tech clients, as well as directing a team of designers and developers.

- Directed a design team responsible for the initial re-design, implementation and monthly launch of Victoria's Secret e-commerce website. Collaborated on the marketing and creative for Victoria's Secret Live Fashion Show Webcast.
- Re-designed Ford's website for their Th!nk Mobility electric bikes and cars to include e-commerce functionality, a product configuration tool, and accompanying dealer site.

Resource

Continued from page 1

Interactive Designer (1995 - 1998)

Responsible for creating and developing interactive graphics for CD-ROMs, user interface screens, reseller marketing web sites and animated web banners for clients such as Apple, CompuServe, BMW, and Baynetworks.

- Designed the user interface screens for BMW Financial's InfoBahn, an intranet based system for dealers nationwide to access a customer database and schedule vehicle maintenance.
 - Produced user interface graphics for CompuServe's WOW! online service, and the accompanying WOW! Kids section.
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Columbus Coated Fabrics,
division of Borden, Inc.
Columbus, Ohio
hexion.com

November 1994 - June 1995

Design Systems Coordinator

Developed a graphic interface for a CD-ROM database system that visually stored wallcovering styles and specifications. Digitally scanned hundreds of wallcover samples, organized information for each, and presented system to the regional and international locations. Other duties included designing packaging concepts for new lines of wallcovering borders.

Express Inc.
Columbus, Ohio
express.com

June 1994 - October 1994

Graphic Designer

Full-time Freelancer in the marketing department working with the art director and staff designers to create merchandise graphics, in-store P.O.S. signage, and direct mail layouts for the Express credit card. Assisted with final print production mechanicals and helped build floor sets.

EDUCATION

June 1990 - June 1994

The Ohio State University

Columbus, Ohio
Bachelor of Science Industrial Design/Visual Communications
Video Production Minor

Minerva Art Academie

Groningen, Holland
Exchange Student while attending OSU

September 1988 - June 1990

Ohio University

Athens, Ohio
Majored in Mechanical Engineering

COMPUTER SKILLS

Macintosh OS
Microsoft Office
Photoshop, ImageReady, AfterEffects and Flash
FreeHand, Illustrator, and InDesign
iMovie, iDvd, and Adobe Premiere
HTML scripting