

## Art Director

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Award-winning Art Director with 10+ years BtoB and BtoC experience with a focus on Interface Design. Proven big thinker with the ability to directly impact clients' business goals through visually compelling design solutions. Enthusiastic team player who values relationships, and has a strong history of promoting company culture. Disciplined and adept in fast paced work environment.

## Experience

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### Northridge Interactive

#### Art Director

2005 - Present, Atlanta, GA

### Vervos

#### Founding Partner, Art Director

2001 - 2005, Washington, DC

### Appnet/Commerce One

#### Senior Designer

1999 - 2001, Washington, DC

### Tran Interactive Design Group

#### Senior Designer

1998 - 1999, Washington, DC

### Interface Video and Media Group

#### Art Director

1997 - 1998, Washington, DC

## Expertise

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- Lead user interface design efforts in collaboration with project manager, business analysts, information architects, and technology team members for high-profile public websites, intranets, animations, email templates, ad banners, games, digital sales kits, online training demos, and web-based business applications.
- Collaborate with brand strategists and online marketing specialists to art direct intelligent and integrated cross-media collateral and marketing campaigns.
- Produce, design, and develop corporate branding and marketing assets resulting in acquisitions of companies (Appnet, Vervos), and accelerated growth of 300% (Northridge) over most recent 3 year period.
- Design and develop Point of Sale materials for various retail environments including Spa Sydell and Logan Hardware (Ace Hardware co-op); led overall branding, exterior, and interior design for Eleventh (Washington DC restaurant).
- Coordinate network of outside talent including voice talent, musicians, printers, and technology resources for various client initiatives.
- Art direct and shoot photography of both client and in-house employees, environments, portfolio assets, and products.
- Concept, design, and execute storyboards, animation, and design elements for various video broadcast pieces.
- Unique high-profile projects include AOL Instant Messenger Emoticons (smileys), CARE "I Am Powerful" Campaign, Move On "You Lost the Election" Campaign, and GA Dome Naturally Fresh LED Banners.

## Client Experience

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Amnesty International, AOL, Beverage Partners Worldwide, Blackboard, Christopher and Dana Reeve Paralysis Foundation, EMC, Gannett, JAS Worldwide, Marriott, Move On, Naturally Fresh, Nature Serve, Prime Retail, PBS/CBP, The Providence Group, SPANX, Spa Sydell, Thinkfilm, Time Warner Cable, Turner, UNICEF, Youth Aids

## Awards

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- Addy Silver Award, 2009
- Internet Advertising Award Best Investment Microsite, 2008
- Web Award Nonprofit Standard of Excellence, 2007
- Web Award Home Building Standard of Excellence, 2007
- Webby Award Official Honoree, 2007
- Print Magazine Merit Award, 1999
- HOW Magazine Best of '99, Self Promotion

## Proficiencies

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Adobe Creative Suite including: Photoshop, Illustrator, Flash, After Effects, InDesign, Bridge, Image Ready, Acrobat.  
Microsoft Office Suite including: Word, Excel, Visio, and Powerpoint. Extensive Mac and PC experience.

## Education

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Bachelor of Science, James Madison University, Major in Media Arts and Design, focus in animation design, 1993 - 1997