

## Objective

Creative Director / Art Director to secure a position where I can leverage my diverse experiences in helping lead breakthrough creative efforts.

## Summary of Qualifications

Over ten years experience in the field of commercial design, installation / physical design and brand management. My efforts have helped my client's brands become prominent figures within their industry.

## Professional Experience *freelance design / creative direction / brand management*

Working under the umbrella of pixelatedworld I have helped my clients exceed their goals and reach international audiences. Each project has been handled either by myself or with self-assembled team(s) under my direction. The following is a portion of that experience.

### **2003 – Present Sunshine Suites**

*Boutique office community with three locations in New York City.*

- Created a brand identity that correctly targeted the client's audience.
- Enabled the company grow 700% since October 2003.
- Produced interior graphics, mural & way-finding, for over 80,000 sq feet of space.
- Worked closely with architects in the design development phase for all locations.
- Produced all marketing material (graphic and copy), both online and in print.

### **2004 – Present Ike & Sam's Kettlecorn**

*Kettlecorn company that produces in Brooklyn, New York.*

- Helped launch a new food product to the New York City market.
- Helped the company earn shelf space at major New York City retailers, including Whole Foods.
- Influenced the company to move the product offerings into the all-natural category and subsequently raising market share.
- Designed a line of vinyl toys along with a line of t-shirts based on the brand characters.
- Created a promotional tour of the college campuses in New York City.
- Designed mascot character costumes of Ike & Sam for promotional use.
- Created imaginary company history and cast of characters built around the product offerings.
- Planned and designed a robust website with interactivity, games, community assets and ecommerce (currently in production).

### **2004 Baha Kutan**

*Men's wear label designed and manufactured in Istanbul, Turkey*

- Created a brand identity for this fashion label.
- Designed a look book catalog that received positive reception with Bergdorf Goodman.
- Designed the spring/summer 2005 collection in Istanbul.
- Created the first line of graphic apparel for the label.
- Created a sub label that expanded the brands offerings to casual wear.
- Created technical packages for production.

### **2006 Mark Lounge**

*Lounge in the Washington, D.C. area.*

- Collaborated with the project architect while structuring the project.
- Created a thematic story based on the marks left on the human brain after sensory perception is received; "Mark" Lounge.
- The project was featured in Surface Magazine (No. 65, The Annual Design Issue).

## **2007 – 2008 Catherine Angiel**

*Jewelry designer in Greenwich Village, New York City.*

- Designed a new brand identity that reflected the designers personality.
- Designed and produced product packaging and product display collateral.
- Consulted on the future direction of the brands offerings.
- Redesigned the Greenwich Village retail location to reflect the new brand.

## **Professional Experience** *fulltime design / creative direction*

### **2003 – 2004 SCENYC New York, NY**

Position: Senior Designer / Creative Director

Company Synopsis: Small creative agency handling brand identity, web application, marketing, sound recording, record label & events production.

- Managed clients needs and communicated them to the design team.
- Directed interactive flash assets describing the functionality of the custom web / hand-held applications we developed for the client.
- Directed voiceover recording sessions and editing all audio for the flash presentations.
- Produced marketing events.
- Brought in clients to the agency.

### **1997 – 1999 Exhibit Network Inc. Ocean, NJ**

Positions: Builder, Fabricator & Junior Designer

Company Trade show booth and museum display design & fabrication house.

- Improved productivity and saved the company money by updating process & systems.
- Worked in various departments by utilizing skills as a fabricator / welder, builder, screen printer & graphic designer.
- Was assigned to work on the production of installations for the George & Ira Gershwin Exhibit at the Library of Congress, Washington D.C. and exhibits for the Museum of Jewish Heritage, NYC.

## **Education & Professional Training**

**George Washington University, Washington DC (2003)**

**Montgomery College, Rockville MD (2001 - 2003)**

**Mercer College, Mercer NJ (1996 – 1998)**

**DDP (1999)**

## **Work Examples**

[www.pixelatedworld.com](http://www.pixelatedworld.com)

## **References**

Letters of recommendation can be found at [www.pixelatedworld.com](http://www.pixelatedworld.com) in the case studies section. References available upon request.

## **Programs and Additional Skills**

Adobe CS, Microsoft Office, Aperture, Logic Pro, iWork and Ableton Live. Proficient in audio production, sound design and scoring.