

A strategic problem solver mixing magic and logic to connect humans, improve lives and grow businesses.

Art Director (May 2016 - Present)

WEBLINC COMMERCE

Ecommerce Agency & Commerce Platform

- Directed successful creative execution of total client portfolio
- Lead and managed marketing team in creation of brand strategy and all communication materials
- Created spec work and pitched prospects, contributing to \$6M in new business in 2016
- Overhauled UX and Design of WebLinc Commerce Platform to optimize usability for 100+ brands
- Mentored and managed UX and Design team--responsible for recruitment, growth and retention of direct reports
- Cultivated an environment of multidisciplinary collaboration & creative problem solving

Senior Designer (Jan 2015 - May 2016)

- Coached clients and internal teams in development of retailer's online brand experience and strategy
- Worked with development team to define scope, timeline and implementation strategy
- Interfaced directly with stakeholders in development of user personas, style guide & content strategies
- Crafted concepts; knowing when to create pixel-perfect visuals vs. low-fi prototypes
- Responsible for every aspect of customer journey, owning all consumer facing interactions and touchpoints
- Stayed up-to-speed on industry practices and evolving technologies to facilitate dialog with development team
- Crafted unique online experience for 18+ retailers, from concept to launch

Select Clients

Lime Crime Makeup, Rachel Roy, Century 21 Department Stores, Stila Cosmetics, SakRoots, James Avery Jewelry

Creative Director (Nov 2008 - Dec 2014)

AT MEDIA

Branding & Digital Marketing Agency

- Directed creative strategy and execution for all projects from pitch to completion
- Drove concepts through team collaboration and ideation sessions
- Established measurable goals with stakeholders to monitor and measure project success
- Developed brand personalities, positioning statements, and marketing/advertising campaigns
- Cultivated client relationships for long-term retention
- Guided communications of process, project status, and budgets with stakeholders
- Formed strategic partnerships to expand growth and brand reach

Select Clients

Comcast NBC Universal, University of Pennsylvania, American Diabetes Association, Independence Blue Cross, Philadelphia Magazine, University City Science Center

SWEET SPOTS

Understanding business needs, interpreting stakeholder visions and leading teams to produce experiences worth talking about.

Ideation & Conceptualization, Brand Strategy & Communications, Ecommerce Strategy & Best Practices, Scoping & Project Management, Marketing Campaigns & Execution, Data Analysis & Learning, Social Media Strategy & Engagement, Teamwork & Cross-Functional Collaboration, Leadership & Mentoring, Video & Photography

AWARDS & RECOGNITIONS

Speaker Fashion Digital NYC - Nov 2016 "Fast Food Design - Say no to the templated experience"

Speaker Fashion Digital LA - May 2016 "Making Your Brand Belong"

Davey 2014 Silver Award - Website

Davey 2014 Silver Award - Direct Mail / Consumer

Hermes Creative 2014 Gold Award - Publications / Handbook

The Art Directors Club 2013 - Booklet Brochure

EDUCATION

Temple University

BA in Film & Media Arts (2003- 2007)