

consultant, art and creative director, VARIOUS NEW YORK, NY 6/22-

director, art, TEND (HELLOTEND.COM) NEW YORK, NY 12/21-6/22

- Ideated creative solutions through strategic thinking and execution for marketing campaigns, content development and digital channels
- Managed the aesthetic and articulation of the brand through strategy/design across all digital platforms (app/web) and in our studios
- Brought creative solutions to life through creative direction of video and photography assets
- Produced photography and video shoots
- Maintained the look and feel of the current studios and worked alongside other departments to develop new studio builds

consultant creative director, VICTORIA'S SECRET NEW YORK, NY 2/21-12/21

- Curated creative solutions for seasonal marketing in all stores that align with overall brand creative
- Brought marketing creative to life for a consumer experience in the store as well as through window display

associate creative director, BMF NEW YORK, NY 8/19-8/20

- Conceptualized a strategic user experience for clients to bring their brand to life through consumer journeys and activations
- Creative direction for client partnerships ensuring each bespoke experiential program is cohesive and stayed true to their brand
- Worked alongside multiple teams including producers when building out the event to make sure its up to client standards

design director, POPSUGAR NEW YORK, NY 3/17-8/19

- Managed the aesthetic and articulation of the brand through strategy/design across all digital platforms
- Designed and developed brand campaigns for the PS brand and external partners, including identity, strategy and experiential design
- Art directed shoots with a team of designers, photographers and producers (both in-house and freelance)
- Oversaw and designed creative for a co-partnership between POPSUGAR and L'Oréal (makeup.com & skincare.com)
- Oversaw and designed creative for a co-partnership with Kohl's (POPSUGAR at Kohls) and Ulta Beauty (Beauty by POPSUGAR)
- Led and supported the internal creative team (NY, SF, LA)

art director, CORNERSTONE AGENCY NEW YORK, NY 8/16-3/17

- Led project development of new ideas and creative thinking on brand solutions for multiple clients
- Created strategic solutions through identity and brand strategy across multiple platforms for 360 campaigns
- Concept and art direction for marketing through experiential and visual merchandising for a strategic user experience
- Oversaw and supported internal creative team initiatives for Cornerstone and The FADER Magazine

art director / concept, VICTORIA'S SECRET NEW YORK, NY 4/15-5/16

- Design and development of 360 seasonal marketing campaigns with brand alignment through digital, print and social channels
- Concept, design and art direction of photography for digital and print channels
- Presented concepts to executive leadership, cross-functional partners and direct reports
- Managed designers to drive & develop graphic design for each season

digital art director / ipad + maxim.com, MAXIM MAGAZINE MAXIM INC. NEW YORK, NY 5/13-9/14

- UI/UX design for the iPad versions of the magazine including concept of interactive content and user navigation
- Created digital (marketing and editorial) assets

freelance, editorial art director, VARIOUS NEW YORK, NY 2/12-4/15

art / photography director, ANTENNA MAGAZINE HARRIS PUBLICATIONS NEW YORK, NY 3/10-2/12

- Concept and layout design for editorial (commissioned/directed photographers and illustrators)
- Concept and art direction for advertorials including video and print content, as well as co-branded on-site content
- Concept and art direction on photo and video shoots
- Produced photo and video shoots

assistant art director, COOKIE MAGAZINE CONDENAST NEW YORK, NY 4/07-10/09

- Concept and art direction of editorial through illustration/photography
- Oversaw the management of art department interns and designers

brand creative, J.CREW NEW YORK, NY 9/06-4/07

- Layout design for print and digital marketing
- Art directed photographers and styled product for photoshoots

assistant art director, W MAGAZINE / W JEWELRY CONDENAST NEW YORK, NY 11/02-9/06

- Editorial design, (front of book and feature well stories)
- Art direction of photographers and illustrators

designer, W MAGAZINE / W JEWELRY FAIRCHILD PUBLICATIONS NEW YORK, NY 11/02-2/05

masters of science, COMMUNICATIONS DESIGN
Pratt Institute

bachelor of fine arts, GRAPHIC DESIGN
Oswego State University

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