

skills

SPECIAL SKILLS

- » experience managing creative teams, photo + video shoots, client relationships + presentations, vendors + freelancers. on-site + remote.
- » experience managing projects from concept through production
- » custom typography + lettering design
- » branding, packaging, print + web design

DIGITAL TOOLS

PHOTOSHOP / ILLUSTRATOR / INDESIGN / KEYNOTE / POWERPOINT / SKETCH

recognition

- 2020 - American Packaging Award - EVOLVh
- 2020 - German Design Awards (nomination)
- 2018 - Dieline Awards - Method Men (2nd place)
- 2018 - Graphis - GOLD - Osprey Tacos
- 2018 - Graphis - GOLD - Vincenza Typeface
- 2018 - Graphis - GOLD - Peach Basil Shrub
- 2018 - Graphis - GOLD - The Originals Wine
- 2018 - GDUSA - Theorie rebrand (3 wins)
- 2015 - Print Regional Design Annual - Finn&Co
- 2009 - feature NY Times Design Column

education

PORTFOLIO CENTER

completed graduate study in graphic design
+ art direction

BA / RUTGERS UNIVERSITY

magna cum laude, double-major in political science
+ German, semester in Berlin

experience

THE RARE FORM

2010 - PRESENT

principal creative director, boutique branding + creative consultancy, specializing in brand development, identity, packaging + creative direction. extensive experience in the beauty industry, as well as CPG, tech, food + beverage, health + wellness. touch points include: logo/identity design, advertising, photo & video art direction, graphic system development, web/digital design, illustration. past clients/agencies:

METHOD PRODUCTS / TURNER DUCKWORTH
STERLING BRANDS / SAMSUNG / HBO / RED BULL
ACURA / MANDALAY BAY / PAUL MITCHELL
OLE HENRIKSEN / AUSTRIAN WINE COMMISSION
TELEFLORA / JACK BLACK

ANISA INTERNATIONAL

2018 - PRESENT

sr director of creative services (in-house), responsible for creative + design direction of marketing materials for global cosmetics brushes company. supported the b2b sales team, as well as the launch of consumer makeup brushes brand Anisa Beauty. touch points include: video, email & digital campaigns, photoshoot art direction, social assets, print materials, catalogs, sales collateral, packaging, managed direct reports, contractors + vendors.

HAUTEHOUSE BRANDS

2017 - 2018

design lead (in-house), overseeing flagship haircare brand Theorie. managed an art director, vendors, photo & video shoot direction. supported retail expansion internationally & into Wal-Mart US, Bed Bath & Beyond, Albertsons.

THERANOS

2015 - 2016

lead design and art direction (in-house) for Palo Alto biotech firm. ad campaigns, film/tv shoots, design of all branded collateral including brand style guide. managed several designers, production team, freelancers, vendors.

TBWA\CHIAT DAY\MEDIA ARTS LAB

2012 - 2014

design and production for MAL studio team, ad layouts, print and digital comps, presentations. APPLE

ABC FAMILY / DISNEY

2011 - 2012

design (in-house) for all off-air creative materials for ABC Family network, including digital, print, outdoor ads, press kits, international presentations. [since renamed Freeform network]

SELECTNY

2010 - 2011

design and production for Los Angeles advertising office, premium fashion and beauty clients. POP, packaging, ads, banners, brochures, brand books, sales kits, catalogs. managed production design for over 250 projects. SEBASTIAN / WELLA / CLAIROL / PROCTOR & GAMBLE

DEUTSCH LA

2008 - 2009

art director with copywriter and creative team on national branding campaigns and advertising concepts. web/interactive, print, broadcast. PLAYSTATION / SATURN / SNAPPLE / 7-UP

FREELANCE DESIGN

2005 - 2008

freelance design + illustration for street apparel; website design; branding for independent jeweler; storyboard illustration; album artwork

brands + agencies

