

summary

Senior Graphic Designer with over eight years of experience with a keen eye for photography and typography, a high-level of design sophistication and a passion for print

software skills

Mac/PC cross-platform: Proficient in InDesignCS3, IllustratorCS3, PhotoshopCS3, Acrobat 8.0 Professional, inCopy, QuarkXPress, Proteus Professional, Microsoft Word, PowerPoint & Excel

design experience

JOHN WILEY & SONS, INC. + FREELANCE DESIGNER Hoboken, NJ | September 2008

- Designed ads, brochures, fliers, postcards, catalogues and sell sheets for Wiley portfolio of global brands including For Dummies®, Frommer's®, Betty Crocker®, Pillsbury®, Weight Watchers®, CliffsNotes®, Webster's New World®, J.K. Lasser, Jossey-Bass, Pfeiffer®, and Sybex

HX MAGAZINE / THE NY BLADE + DESIGN DIRECTOR New York City | 12/07 - 06/08

- Responsible for layout design and production of *HX*, a weekly consumer lifestyle magazine
- Solely responsible for the layout of the *New York Blade*, a bi-weekly GLBT newspaper
- Created all branding for the HX Gay Life Expo and the HX Gay Travel Expo
- Work closely with editors in producing cover and editorial features
- Build and maintain a rapport with clients, partner agencies, photographers, and other vendors

ANALYSTS IN MEDIA + ART DIRECTOR New York City | 06/06 - 10/07

- Responsibilities included visual direction, layout design and production of five B2B publications including: *Business Trends Quarterly*, *Future Pharmaceuticals*, *Future Healthcare*, *Airport Innovation & GRC Journal*
- Executed publication pagination, cover features, ad trafficking, prepress and final sign-off
- Oversaw the quality assurance of all creative deliverables being sent to clients
- Established design concepts and branding solutions for national C-level executive forums
- Created and maintained quarterly media kits (27 in total), stationery, advertisements and event materials

METROSOURCE MAGAZINE + SENIOR DESIGNER New York City | 12/05 - 06/06

- Responsible for all design and production of 80+ page advertising directory
- Coordinated placement of all national and local ads both in the F.O.B. & throughout publication
- Assisted Art Director with editorial layouts, features articles & off-site photo shoots

G4 CONNECT + GRAPHIC DESIGNER New York City | 04/02 - 05/03

- Produced all marketing PowerPoints for sales & recruitment divisions
- Designed & executed online marketing campaigns for Fortune 500 clients
- Collaborated with technical team on the logistics & mechanicals of client websites

consumer design

WILLIAMS-SONOMA + DESIGN ASSOCIATE New York City | 11/06 - Present

- Create aesthetically pleasing, high-end gift combinations for flagship retail location
- Offer creative suggestions and alternative product solutions to customers
- Design and execute holiday visual displays and promotional sales strategies

freelance experience

Arbonne, Beth Israel Medical Center, Betty Crocker, Cisco Systems, Citrix, Columbia Business School, Deloitte, Diamler-Chrysler, Edelman, Film, Stage & ShowBiz Expo, Gartner, Genre Magazine, HK Lounge, Hewlett-Packard, Jaguar, Kurland, Bonica & Associates, League of Humane Voters of NYC, New York Bartending School, Pillsbury, Pottery Barn, Robin Byrd, roche-bobois, Starbucks Coffee, United Rentals, white & case, IIP, west elm, Williams-Sonoma and Yetta Kurland 2009

PORTFOLIO AND SAMPLE PUBLICATIONS AVAILABLE AT REQUEST