

About

I'm an award-winning Associate Creative Director / Art Director with 9 years of experience, specializing in big picture thinking, bulletproof ideas backed by thoughtful design, and fostering talent as well as culture. My experience ranges from creating/overseeing integrated campaigns to global product launches, and building brand's identities (often all at the same time). I'm passionate about coming up with ideas based on real insights then executing creative that speaks to people, not at them.

Experience

Associate Creative Director, Freelance / New York — 2020-Present

Associate Creative Director, Terri & Sandy / New York — 2018-2020

Ran projects with a creative partner and oversaw projects with junior to mid-level teams. Alternated easily between the two work modes and juggled job responsibilities.

- Managed creative teams and designers to create the brand identity and launch campaign of Freshful Start by Gerber, which expanded our scope to include all social media / digital business for the Gerber account
- Led and concepted award-winning work for Freshpet pet food that helped get their products into Whole Foods
- Coordinated agency-wide events such as rap battles and a monthly art club that enriched agency culture
- Mentored juniors and interns, which led to lower employee turnover with increased internal promotions and retention

Clients: Disney, Gerber, Freshpet, Phonak, Nutella, BJ's Wholesale Club

Senior Art Director, Terri & Sandy / New York — 2016-2018

- Globally launched a product line for Phonak that grew sales by 68% and helped win the CES innovation award (this also led to me managing this account)
- Concepted and created the look for campaigns that won multiple pitches including Nutella, Kellogg's, and CCRM
- Produced a campaign for Super 8 that rebranded its image, garnering work for Wyndham groups other portfolios

Clients: Disney, Gerber, Wyndham Group, Hain Celestial Group, Phonak, Sunny D, Kellogg's

Junior Art Director > Art Director, KBS / New York — 2012-2016

- Created a Super Bowl campaign that topped the charts of CBS, Ad Age, and USA Today
- Forged a partnership between BMW and Toys for Tots that's still ongoing

Clients: BMW Global & NA, Monster.com, Ad Council, Adopt Us Kids, Harman Kardon

Co-Curator, Citizens for Optimism / New York — 2011-2015

Co-created a non-profit that strives to promote optimism through design. Co-curated and coordinated themed exhibits and events that showcased dozens of artists and designers.

Art Director Intern, KBS / New York — 2011-2012

Clients: BMW, Vanguard, ALAS, The Daily

Education	Bachelor in Fine Arts / Advertising , School of Visual Arts — 2007-2011
Recognition	Effies Gold; Effies Bronze x2; MM&M Gold; New York Festivals finalist; Lürzer's Archive; Cannes Shortlist; Graphis New Talent Annual x2; Top 10 Graduating Portfolio of 2011; Post No Bull exhibition; Published in <i>Playing with Type: 50 Graphic Experiments for Exploring Typographic Design Principles</i> by Lara McCormick Featured in <i>designworklife</i> , <i>welovetypography</i> , <i>core77</i> , <i>Notcot</i> , <i>Ad Age</i> , <i>LBB</i> , <i>USA Today</i> , <i>NY Egotist</i> , <i>Campaign US</i> , <i>The Drum</i>
Skills	Creative Direction; Art Direction; Team & Client Management; Creative Strategy; Culture Building; Typography; Illustration; Branding & Identity; Digital Product Design; All the types of production: print, broadcast, digital, social, photography, CRM, OOH, experiential/event, product, in-store Proficient in: Adobe Creative Suite; Sketch; Microsoft Office; Keynote; Google Suite Functional Knowledge: HTML; CSS
Categories	Automotive Tech Electronics Fashion CPG Retail Food + Beverage Entertainment + Media Gaming Travel + Hospitality Not-for-profits Education Partnerships Health + Wellness Agency Self-Promo