

- Oct. '13 - current **Freelance Implementation Specialist & Designer**
Various • New York, NY & Greater Hudson Valley area, NY
Contractual and freelance print production and production design work for various branding agencies including Wolff Olins, FutureBrand and Verse Group. Development and production of brand guidelines, identity system deliverables and internal promotional print projects. Clients included IBM Watson, World of Hyatt, Humana, 3M, Magellan Healthcare, ERA Real Estate, McAfee and Cadillac.
- May '13 - Oct. '13 **Senior Implementation Manager**
Interbrand • New York, NY
Responsible for the planning, execution and project management of the agency's print production process for client deliverables in the Implementation department. Key driver for planning, production and execution of master production schedules for multiple clients, with a focus of proactively holding the entire agency accountable for critical dates to ensure production schedules are met. Process and track mock-ups, proofs, electronic templates and press proofs with vendors. Clients included Qualcomm and Mars (MyM&M's).
- Sept. '07 - July '12 **Director of Production**
Verse Group • New York, NY
Responsible for all agency production, including art buying, print production, brand guideline development, image retouching, mechanical builds and interactive content development. Work with creative teams from concept stage to ensure that the most innovative creative and production methods are employed. Develop agency file nomenclature and best file server practices. Actively seek and negotiate trade deals with key vendors. Interactive production involved development of HTML & Java in current corporate site, internal email campaigns, client site and microsite projects. Create client presentations on corporate staging server. Client list includes Lockheed Martin, Quest Diagnostics, Samsung, Starwood Hotels & Resorts, LexisNexis, NXP Semiconductors and Colgate-Palmolive.
- June '06 - Aug. '07 **AVP, Senior Production Artist**
Citi Global Wealth Management • New York, NY
Directly reported to the Creative Director and supported the design team by producing all print collateral for key global client relationships. Built and maintained strong vendor relations for results-driven and budget-conscious procurement and assisted in development of Citi internal brand guidelines implementation and revisions. Researched and implemented sustainable design and production practices and developed guidelines for department-wide production processes.
- July '04 - June '05 **Director of Production**
FutureBrand • New York, NY
Director and hands-on member of a highly skilled production team for an award winning branding firm in both the corporate identity and consumer packaging disciplines. Developed mechanicals for projects with the corporation's global offices and developed strong relationships with national and international vendors to assure timely, profitable and quality client deliverables. Successfully produced and implemented complete identity systems for Air Canada, Aflac and Constellation Energy, as well as developed and produced projects for corporate clients including UPS, Marriott, Intel, AMD, Avianca and SamGoody. Developed production mechanicals for all Verizon Wireless device packaging and accessory packaging. Responsibilities ranged from coordinating with executive managing partners to digital file development and file archiving.
- Mar. '99 - Feb. '02 **AVP, Senior Communications Specialist**
Morgan Stanley • New York, NY
Responsible for the design and production of all print and online promotional projects for the national marketing departments of both the Taxable Fixed Income and the Municipal Bond divisions. Responsible for the implementation of two new brand identities through the course of two mergers, developed all mechanicals and attended all press checks to assure quality control. Hired local designers, photographers and artists and served as a liaison between a Chicago-based creative services agency and local area printers.
- July '98 - Dec. '98 **Senior Graphic Artist**
Doubleday Direct, Inc. • New York, NY
Responsible for the design and production of direct mail catalogs for 18 unique book clubs. Scheduled workflow, developed and implemented design guidelines, facilitated design and format changes and assisted in creating a network wide font-management system for over 40 different book clubs.
- Tech *Expert: Adobe CC (Illustrator, InDesign, Photoshop) | Intermediate: CSS, Javascript, HTML*
- Education
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| 2003 | Certificate Program | Interactive Media/Design | Pratt School of Design, New York |
| 1992 | Bachelor of Arts | Advertising/Public Relations | University of Central Florida |
| 1992 | Minor | Soviet Area Studies | University of Central Florida |