



work experience

10_06 - now The Europa Company, beverly, ma

senior designer / creative director

Manage all aspects of design for both Craft, a Swedish athletic apparel brand, and Karhu, a Finnish athletic shoe brand. Develop catalogs, brochures, websites, trade show graphics, in-store POP, print and online advertising, html email campaigns, and sponsored athletes' apparel. Conceptualize online marketing strategies for the printed catalog, determine improvements to printing methods, and increased new vendor pool. Responsibilities include concept development, all aspects of design and production, and project management: planning timelines, managing budgets, and fostering vendor relationships.

08_99 - 10_06 Dickinson Associates, boston, ma

designer

Designed print, web, and interactive materials for a diverse range of clients, including RSA Security, Concerto Software, Berklee College of Music, Zildjian, and Discovery Channel. Developed brochures, websites, data sheets, identity and stationery systems, trade show graphics, annual reports, print and online advertising, html email campaigns, diagrams, posters, and postcards. Responsibilities included concept development, all aspects of design and production, managing client and vendor relationships, and overseeing interns and junior staff.

01_98 - 07_99 Hatmaker, watertown, ma

designer

Developed print, on-air, and web graphics for HBO, Cinemax, Nickelodeon, and other entertainment companies. Print work included logos, trade ads, cd packaging, and identity development. On-air design experience included IDs, menus, and next-ons. Responsible for all aspects of design, concept development, and storyboarding.

freelance experience

06_07 Pepper's
e-commerce website for performance eyewear company

08_06 Dave Demerjian, Inc.
identity system and website for a copywriter

01_05 ITM
print advertising for an Italian bicycle component manufacturer

10_04 Velo europa website
website and data sheets for US distributor of high-end racing bicycles

print application skills

adobe photoshop, adobe indesign, adobe illustrator, quarkxpress, adobe acrobat

interactive application skills

adobe dreamweaver, adobe flash, custom blog development, html email campaigns

industry expertise

technology, education, non-profit, entertainment, consumer, sports and recreation

education

- 03_04 massart – boston, ma
flash workshop
- 12_97 savannah college of art and design – savannah, ga
BA in fine arts
- 05_94 hillsborough community college – tampa, fl
associate's degree in fine arts

design awards and recognition

- 98-01 broadcast design award
four-time winner, presented by promax/broadcast design association
- 94 marian edna effing scholarship
\$10,000 scholarship awarded to a student showing promise in the field of graphic design

other awards and affiliations

- 06-07 2 - time finisher Quelle Challenge Roth, Germany, a full ironman-distance triathlon
- 06_05 winner, relay team division, mooseman half-ironman relay race, bristol, nh
- 11_04 winner, relay team division, usa triathlon long course national championship, clermont, fl
- 85-07 member, united states cycling federation, category 2