

professional profile

Design and advertising comprise the most powerful microphone in our society, and its message must harmonize with the society it speaks to and the culture it springs from. I see this as a act of community building—a diverse community of ideas and responses to them—and my practice of it not simply as a profession but a life's work, and I approach it with the requisite nerve and determination. With concise, affecting design and design strategy, I seek to strengthen this community, expand understanding, and balance the scales between big capital and big heart.

work experience

WICKED COW ENTERTAINMENT, INC. New York, NY. • Michael Hermann, President • 212.699.1888

Art Director. Oversaw and executed licensing and identity design for such clients as Wiffle Ball, Inc., Jenna Jameson, and Takeru Kobayashi. Also developed or expanded Wicked Cow's identity, web, marketing, and presentation assets (*Sept. 2007–April 2008*).

FREELANCE New York, NY

Independent print and web design, illustration, direct mail, and copy writing. Past and present lients include Newman's Own, Smalls Records, Drinks Americas, Trump Vodka, Gay Men's Health Crisis, The License Bureau, and Interspace Architects (Minneapolis) (*July 2005–Sept. 2007, May 2008–present*).

VOGEL MARKETING + DESIGN, LLC Ridgefield, CT • Anne Vogel, President • 203.431.2420

Art Director. Directed accounts of The Danbury Mint, The Easton Press, and Hugh Lauter Levin Publishing, Numrich Gun Parts Corp., as well as design, marketing, public relations, copy writing, and budgeting of print and web projects for both Vogel and their other clients (*Nov 2003–July 2005*).

OMEGA ENGINEERING, INC. Stamford, CT. • Dan Jackson, V.P./Media Division Chairman • 203.359.1660

Design & Production Artist. Produced catalogs of products and articles, ranging from 64 to 3,000 pages. Also produced brochures and managed extensive magazine advertising program (*Jan 2001–Aug 2003*).

NETWORK DESIGN & COMMUNICATIONS New York, NY. • Katerina Caterisano, President • 212.431.4675

Junior Designer. Design & administration of house accounts (*Jan 2001–May 2001*). **Intern** (*Sept 1999–May 2000*).

JEFF BABITZ DESIGN & ADVERTISING Ridgefield, CT. • Jeff Babitz, President • 203.438.5655

Artist's Assistant. Additionally, initiated web development for partner agency Essertier & Braverman Advertising and Promotion in Fairfield, CT, the first websites in the agency's portfolio (*May 2000–Jan 2001*).

skills & expertise

TECHNICAL: Adobe CS • Actionscript, HTML, Javascript • MS Office • Mac/Win platforms • Digital pre-press

PERSONAL: My experience has has equipped me with valuable **clerical and administrative abilities**, as well as the **interpersonal communication** critical to successful corporate and client interfacing. Independent freelancing has also given me an advanced understanding of the intricate **budgetary and workflow considerations of project management**.

education

Bachelor of Fine Arts in Graphic Design. *School of Visual Arts, New York.*