

Overview

Well-rounded graphic designer, coder, editor focused on helping small and medium size organizations create identities, advertising and business. Experienced in all aspects of the advertising and publishing industries from designing to databases; creative management to business development. Balanced exposure to business and industry has refined and developed the "Bipolar Design" concept by blending creativity and analytics.

Expertise

Print, create lead generating advertising for a national audience of small and medium size businesses by combining imagery and typography in a way that expresses the advertisers message and gets them noticed

Direct Marketing, produce postcards, multi-business coupons and handouts used to target specific demographics to get an advertisers message out to their specific customers

Photography, shoot, retouch, enhance and deliver high quality photography to improve the quality and consistency of client projects

Typography, creative application of fonts, kerning and character placement to transform text heavy requirements into informational design that guides the reader through important text

Publishing, page layout and document preparation for offset web printing and digital output, managing both creative talent and digital assets

Web Design & Coding, HTML, CSS and light Flash experience used to design useful and aesthetically pleasing web sites

Motion Graphics, combination of vocals talent, music, graphics and effects to highlight client's specialties and offerings

Database Manipulation, SQL queries, table relationships and output for web development

Technology

Platforms;
Mac & PC

Software;
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Dreamweaver
Adobe After Effects
Microsoft Office

Programming;
CSS
HTML
SQL

Qualifications

Bachelor of Science Graphic Design • Drexel University
Managing Creative People • Design Management Institute
Color Theory • X-rite
Adobe Illustrator/Photoshop CS3 • American Graphics Institute
Adobe Certified Expert • Photoshop CS3
Adobe After Effects • Future Media Concepts

History

Yell Adworks – King Of Prussia, PA

Product Development Manager 2009-Present

- Manage the definition, deployment and success of the companies direct marketing offerings
- Direct multiple projects including a global workflow engine to improve the delivery and completion of work across three continents; direct mail automation and process improvement; online product gallery development for several specific market segments; and creative output re-definition to improve economic viability and environmental friendliness

Manager of Creative Direction 2008-Present

- Responsible for improvement and standardization of the quality of video advertising
- Manage production and quality of direct marketing advertising
- Administer improvement of print advertising quality and production

Pindar Set, Inc – King of Prussia, PA

Creative Director 2007-2008

- Created corporate designs standards and policies, resulting in improved consistency through out production, reduced customer complaints and increased quality
- Managed image library including development of Digital Asset Management software, which created a global digital asset management system keeping over 200,000 images and files updated and available
- Drove negotiations with stock asset providers to create one of the largest private image libraries in the world
- Focused on improving the aesthetic quality of client print advertising

Business Analyst 2006-2007

- Analyzed business systems to improve user experiences and productivity, translating customer requests into effective business systems and solutions
- Focused on customer facing proofing operations to improve communication between production team and the end customer

Assistant Operations Manager

2004-2006

- Senior management of the studio, pagination and proofing departments
- Responsible for the overall quality and productivity of 100+ associates
- Worked with customers to streamline production and integrate new processes
- Worked with the printing facility to improve the quality and delivery of the final product

Team Leader 2002-2004

- Managed graphic designers, quality assurance and pagination users
- Responsible for output, scheduling and quality of the team output

Graphic Designer 2001-2002

- Created advertisements for small and medium businesses (SMB) for annual directory usage

Independent

Graphic/Web/Motion design

Always

- Creation of corporate identities; including logos, stationary and packaging
- Creation of “photomotion” style video advertising
- Creation and management of local websites and blogs