

## CONTACT

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646-376-9102

## EDUCATION

### SCHOOL OF VISUAL ARTS

*Bachelor of Fine Arts*

*Design & Advertising*

1995-1999

*Web/Interactive Design, SVA*

2002-2004

*UI | UX, SVA*

2006

## EXPERTISE

### CREATIVE DIRECTION, ART DIRECTION, ADVERTISING/MARKETING STRATEGY & BRANDING CONCEPTS:

Strategy, creative conceiving,  
photo studio art direction,  
graphic design, print collateral,  
web design, managing client's  
expectations of well-developed  
branding ideas from beginning-to-end.

## SKILLS

### GRAPHIC DESIGN

Adobe Creative Suite

InDesign

Illustrator

Photoshop

### PHOTO/VIDEO

Fashion, Product and Still-life

Premiere

Final Cut Pro

After-Effects

### WEB DEVELOPMENT

HTML 5

Dreamweaver

## ABOUT

Creative, energetic and results-oriented professional with 10-year plus track record of progressively responsible experience in the advertising, branding, high-end fashion media, promotional and multimedia industry. Expertise in digital, print, photography, interactive design experience and video production. Including illustration, fabric printing and package design.

Exceptional collaboration and interpersonal skills. Respected manager with a history of guiding teams to top performance. Adept in creating and implementing actionable strategies with innovative marketing and branding campaigns to realize short-term and long-term goals.

## PROFESSIONAL EXPERIENCE

### BRANDTUITIVE

NOV 2016 – MAR 2020

New York, NY

*Freelance Art Director*

Common duties included working with marketing department to develop campaigns, strategize design solutions, supervising photo shoots and printing processes, and determining if materials comply with client specifications. Clients include: Nespresso, Calvin Klein, DataColor, among others.

### LARIOS DESIGN

JAN 2014 – NOV 2016

New York, NY

*Creative Director*

Brand elevating creative lead consulting with leading companies such as Armani, Loréal, CoverGirl, Diesel, Dior, H&M, Henri Bendel, Lacoste, Latina Magazine, SAKS Off 5th, Sebastian Professional, Valentino, Lab38, TJ Maxx, among others.

### REFINERY29

NOV 2011 – OCT 2013

New York, NY

*Design Director*

Managing Design Director of all things art and design at award-winning style and fashion website. Led graphic designs through editorial design concepts plus working with the UX team to develop interactive web platforms. Worked closely with Sales Department to strategize creative direction of co-branded campaigns.

### ELLE MAGAZINE

DEC 2007 – AUG 2011

New York, NY

*Design Director*

Led a team of designers to elevate the ELLE Production's in-house creative services. Created print, digital, print and event campaigns for brands including Dior, Valentino, DKNY, Estée Lauder and CoverGirl. Led design team, freelancers and photographers through campaign photo shoots plus collaborated with Sales and Marketing teams to strategize co-brand campaigns.

### INSTYLE MAGAZINE

SEPT 2001 – MAY 2007

New York, NY

*Senior Art Director*

Supported Creative Director with all in-house promotions: Print, Photo Shoots, Web and Video.

### THE METROPOLITAN MUSEUM OF ART

NOV 1999 – SEPT 2001

New York, NY

*Graphic Designer*

Supported Art Directors with book layout design for all Met Publications. In-house Design Department.