



visual storytelling

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PROFESSIONAL EXPERIENCE

April 2004 -present

Filene's Basement, Burlington, MA – Creative Art Manager / Senior Graphic Designer

- Art direct the promotion of off-price high-end fashions for the American market.
- Manage the creative end within the advertising department of a national off-price retailer.
- Manage a San Francisco based Illustrator and the process of turning clothing into artwork.
- Designed and managed creative for all **online** markets in over 8 urban cities.
- Responsible for the **art direction**, graphics, layout, planning and printing process of the new **2008 Fall Catalog**.
- Responsible for art direction, creative, design for **outdoor** media in NYC, Chicago, D.C., Atlanta, Boston & smaller area markets.
- Produce **national newspaper ads** in the Boston Globe, NY Times, Chicago Tribune, Washington Post and several retail magazines including Elle and Harper's Bazaar.
- Work directly with **Visual Department** to ensure consistency between advertisements and in-store promotions.
- Produce direct mail pieces, quarterly catalogs, in-store promotional pieces, website promos, and weekly email blasts.

June 1999 -April 2004

Design Link International, Boston, MA - Junior Graphic Designer / Marketing Coordinator

- Managed marketing department of successful medium sized contract furniture company.
- Developed brand identity for new retail business launched in November 2002, Design Link for the Home, NYC.
- Responsible for concept and art direction of new Design Link **advertising campaign for 2003**.
- Responsible for all **public relations** media in The New York Times, Interior Design, Metropolis, House and Garden, and Dwell magazine through building relationships with top editors and using creative media kits.
- Coordinated all aspects of furniture **tradeshows**: including space planning, product layout, booth set-up, logistics, sales rep meetings and new product introductions.
- Responsible for streamlining marketing budget through printing cost analysis, in-house web development, maintenance and hosting and defined focused advertising through specific targeted avenues.
- Designed new **product media kits** for contract business to receive free PR spots in several trade & consumer magazines.
- Responsible for all **web design** and **informational architecture** for both contract and retail web sites.
- Designed new retail **logo** for Design Link for the Home, including business cards, showroom stationary, and chair tags.
- Designed all **advertisements** in several contract and retail magazines.
- Developed and designed all contract and retail marketing materials for Design Link.
- Designed all corporate product brochures, making several different European manufacturers rebrand as Design Link.

Summer 1998

ABC affiliate KGO/TV 7, San Francisco, CA - Graphic Designer

May 1995 -June 1999

Zina Studios, Boston, MA - Graphic Artist / Production Manager

SKILLS: Adobe Creative Suite 4, Quark 8.0, Microsoft Office 2008, HTML, Javascript, Informational Architecture, Public Relations, Print, Web, Interactive, Exact Target, Brand Management.

EDUCATION:

May 2002- Design Management Institute, Boston, MA • Brand Management Principles Program, 2002

February 2001- Northeastern University, Boston, MA • Webmasters Certificate Program, 2001

January 1997-1999- University of Massachusetts, Boston, MA

Major: Art History/ Studio with a concentration in Graphic Design Minor: Marketing • Bachelor of Arts, 1999

September 1991-1993- University of New Hampshire, Durham, NH • Concentration: Art History and Communications

(Portfolio and references available on request.)