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# INTERACTIVE DESIGN

## PROFESSIONAL EXPERIENCE

### FREELANCE ART DIRECTOR

**Tiffany & Company** 600 Madison Avenue 10th Fl New York, NY 10022 August 2008-present

Developed concepts and precision-oriented designs for the luxury brand's website as well as a variety of interactive projects including an iPhone application, large scale plasma displays, and global site initiatives.

### ART DIRECTOR

**ELLE.com** and **ELLEgirl.com** Hachette Filipacchi Media 1633 Broadway New York, NY 10019 June 2006-August 2008

Developed and maintained the visual identity and graphical standards of ELLE.com and ELLEgirl.com as top-level creative for both sites. Hands-on duties included creating Flash and static graphics for the site and developing template driven design concepts for both sites. Managed design team and presented new ideas to fellow members of the editorial team as well as marketing, sales, and other groups. Worked with the print team of ELLE magazine to express the print redesign in a digital media. Responsible for total site redesign of ELLEgirl.com from concept and wireframe to final deliverables.

### CREATIVE DIRECTOR

**NYLONMAG.com** NYLON Magazine 110 Greene Street, Suite 607, New York, NY 10012 June 2004-June 2006

Developed concept, entire site architecture and layout design for the online presence of Nylon magazine and Nylon for Guys. Designed and maintained weekly email newsletter. Designed interactive Flash collages and mini-sites for marketing department clients such as Converse and Ben Sherman. Managed several interns and developed asset organization system. Designed print ads for the sites that appeared in the magazine, as well as several illustrations that were published.

### WEB DESIGNER

**CoolSavings, Inc.** 60 N. Michigan Ave 19th Fl, Chicago, IL 60601 January 2000-August 2002

Designed coupons, HTML and Flash layouts for major CPG advertisers such as Wal-Mart, Tide, Proctor & Gamble, and Suave. Designed emails for a variety of clients for this online direct marketing agency.

## EDUCATION

**Parsons The New School for Design**, New York NY

MFA in Design and Technology

Concentration in Multimedia: interactive design. Summa Cum Laude. Conferred May 2005

**University of Michigan**, Ann Arbor MI

BFA in Photography

Summa Cum Laude. Conferred December 1999.

## SKILLS

Expert in Flash design and incorporating video in Flash with proficiency in animation and ActionScript.

Knowledgeable in all aspects of web design and typography: CSS, HTML, with basic knowledge of javascript, XML and middleware technologies. Utilized Omniture tracking software to inform design and usability choices. Up-to-date with latest industry-standard practices such as search engine optimization and software including Adobe CS 3: Print and Web suites.

Basic knowledge of video and motion graphics software: Final Cut Pro 6.0, Quicktime Pro, and Adobe After Effects.

Successful management experience of design team.