

O V E R V I E W

- Creative powerhouse with 10 years of professional expertise in Creative Direction, Art Direction, Web design/development, Broadcast graphics/animation, Identity/Brand development and Advertising/Print design.
- Experienced in taking world-class creative projects from concept to completion in both online and offline environments.
- Award-winning skills in conceptualization, visual design, interactive development, animation, and typography.
- Extremely proficient in graphics, multimedia, web programming, animation, page layout and word applications.
- Extensive experience in developing compelling client initiatives and building lasting professional relationships.
- Goal-oriented, team player with proven leadership and management ability.
- Highly motivated, professional, self-sufficient with a deadline mindset.



P R O F E S S I O N A L S K I L L S

Creative Direction	Art Direction
Graphic Design	Interactive Design/Development
Creative Project Management	Broadcast Design/Animation
Adobe Photoshop	Adobe Illustrator
Macromedia Flash + Actionscript	Quark Express
HTML + JavaScript + ASP + CSS	Adobe After Effects

E X P E R I E N C E

E*TRADE Financial | Creative Director | New York, NY. | 10/05 - Present

- Global creative and art direction on all major marketing, product and service initiatives for E*TRADE Financial.
- Responsible for creative strategy, design and development of all business critical projects including etrade.com website and global trading platform.
- Rebuilt and managed team of top-notch design and writing resources in NY and CA to support online and offline initiatives.
- Coordinated with all LOBs to ensure brand consistency and integrity in all messaging.

Axiom Digital / Digital Impact | Creative Director | New York, NY. | 09/01 – 09/06

Partial Client List: HSBC, Ameritrade, Calvin Klein, Sony, Comcast, Douglas Elliman, Gartner, Royal Caribbean, Nextel, Victoria's Secret, Toys"R"Us, Showtime Networks.

- Creative & Art Direction, creative design and development of 130+ online and offline advertising campaigns and projects annually.
- Successfully led multiple high concept, strategic interactive design/development projects for Fortune 1000 companies with billings in excess of 3.5MM annually.
- Drove innovation in design, strategy and development on all creative projects.
- Managed industry leading creative team of 10 in East and West Coast offices.
- Won 13 new Creative Service clients over the past year including New York Life Insurance, Royal Caribbean, Coach, Douglas Elliman, Comcast, Nextel, Showtime Networks, Calvin Klein and HSBC - resulting in 62% growth in revenue.
- Developed and implemented best practices, programs and procedures to ensure quality final product and high client satisfaction.

AIDIO Multimedia Group | Art Director/Sr. Designer | New York, NY. | 10/00 – 09/01

Partial Client List: VH1, Ford Models, Masius International, Bayer Pharmaceuticals, Gucci Group, The Carlyle Group, Transworld Snowboarding Magazine, Snapple, Blue Planet.

- Provided strategic direction, leadership and full creative development for boutique advertising agency.
- Lead creative vision and art direction for the development of multiple online and offline brand experiences, print campaigns and broadcast spots.
- Worked directly with clientele to provide full service visual design solutions.
- Researched and developed successful new creative business efforts.
- “Hired Gun” for such global agencies as BBDO, Young & Rubicam, JWT and FCBi.

Wonderlust Graphic Industries | Art Director/Designer | New York, NY. | 09/00 - 08/01

- Art Direction, design and development for over 45 advertising, Internet and broadcast projects for various clients.
- Developed and implemented new business initiatives, formed agency alliances and expanded service offerings.

Creative Technologies New York | Sr. Designer | New York, NY. | 11/99 - 09/00

- Creative graphic design and development for over 20 interactive projects.
- Managed creative team on multiple online projects.
- Worked successfully with sales team to win new business and develop new strategies to sell creative services.

Price WaterhouseCoopers | Graphic Designer | Calgary, AB. | 06/99 - 10/99

- Art Direction, design and front-end development of PWC Global and SAP Solutions website.
- Graphic design and development of custom clip-art gallery for presentations as well as re-branding for client-facing documentation.

E D U C A T I O N

Applied Multimedia Design College
Calgary, AB. | Computer Graphic Design and Dynamic Multimedia. | Graduated 07/98

Alberta College of Art and Design
Calgary, AB. | Graphic Design/Fine Arts Program. | Completed 05/96

Mount Royal College
Calgary, AB. | General Studies. | Completed 04/94

A C C O L A D E S

08/04 Self promotion design work “War babies” featured in Communication Arts Magazine

10/02 Design work featured in International Design (ID) Magazine

07/01 Personal website Aidio.com featured in “Portfolios Online” Hardcover HarperCollins Publication

05/00 VH1/Vogue Fashion Awards website nominated for AIGA Interactive Design Award