



Creative Director | Graphic Designer

- Sparked brand transformations and user experiences for a diverse clientele, consistently exceeding expectations.
- Transformed business goals into impactful designs, blending creativity with technical expertise.
- Cultivated high-performing teams, fostering a collaborative environment that thrives on innovation.
- Adept at client communication, ensuring seamless project flow and exceeding client satisfaction.
- Proven track record of making strategic design decisions that drive business success.

Work Experience:

Creative Director / Monster.com

4/2006 – Current

- Leading the creative direction for MonsterGov (a division of Monster.com) and various federal, state, and local customers.
- Collaborating with and leading cross-functional teams to design high-traffic career websites.
- Prioritizing creative requests, consistently meeting deadlines, and surpassing stakeholder expectations across the organization.
- Conducting usability testing, user experience research, and customer focus groups to gather insights and drive solutions.
- Creating wireframes, interactive prototypes, and mockups to turn ideas into actionable user experiences.
- Digital Ads & Social Media: Creating digital ads and banners that boost engagement and conversions across platforms.
- Marketing Collateral: Producing one-pagers, eBooks, infographics, and other assets to support sales and promotional campaigns.
- Presentations: Crafting pitch decks and sales presentations to effectively communicate brand messaging.
- Motion Graphics: Developing animations, editing and creating hype videos to drive brand awareness and audience engagement.
- Web Design: Designing responsive landing pages and websites to optimize user experience and conversions.
- Email Marketing: Creating visually appealing email campaigns, banners, and newsletters, to increase engagement.
- Event Graphics: Designing event materials, including backdrops, booths, and signage, to enhance trade show presence.
- Leveraging Google Analytics to analyze marketing website metrics and inform data-driven campaign and brand strategies.
- Implementing and maintaining websites using CMS tools (WordPress, Joomla, Squarespace) and custom applications.

Director of Creative Presentations / Houghton Mifflin Harcourt

11/2013 – 3/2014

- Led the design and development of compelling presentation materials for the sales force.
- Managed a remote team of designers, delivering on-time, high-quality presentations aligned with brand guidelines.

Art Director / Identify Software

9/2001 – 4/2006

- Spearheaded the creative vision and design for all marketing materials, preserving brand consistency across all touchpoints.
- Led the successful transition and ongoing maintenance of the brand identity.
- Developed and managed a variety of digital experiences, including websites and interactive elements.
- Conceptualized and produced diverse marketing material: collateral, trade show booths, posters, icons, advertisements, and more.

Senior Website Designer / Key3Media

5/2000 – 9/2001

- Led the design and development of the high-traffic technology tradeshow websites utilizing UI/UX best practices.
- Mentored a team of designers.

Senior Designer / Verizon

3/1995 – 5/2000

- Conceptualized, designed, and developed engaging marketing materials for Verizon's in-house agency

Sergeant / Massachusetts ARMY National Guard

3/1990 – 3/1998

- Infantryman, team leader

Education / Bachelor of Fine Arts in Illustration - University of Massachusetts, Lowell

Skills / Adobe:

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere

- Dreamweaver
- Acrobat
- Audition

Figma
Invision
Miro
Microsoft Office
Jira
Google Analytics

Google Ads
Wordpress
Joomla
CMS
Squarespace
SEO

Branding
Illustration
Poser 3D
Audacity
Camtasia
Final Cut