

SUMMARY

A strategist and team leader who conceptualizes and designs creative content and story packages. Collaborates with designers, editors, production managers, and marketing directors to achieve the best possible design solutions.

Work Experience

Art Director, Design Consultant / May 1999–present

Clients: Michael Miville Visuals, Woman's Day, Business Week, This Old House, Psychology Today, Fairchild B2B Publications, License!, American Lawyer, Creative Homeowner Press

White Good MARCOM agency

Creative Director / September 2018–March 2019

Designed proposals in response to new client RFPs. Oversaw creative initiatives for in-house as well as luxury client projects.

Supermarket News magazine

Content Design Director / September 2004–July 2014

Led creative direction and redesign for Supermarket News. Designed and art directed its quarterly supplement, Whole Health. Collaborated with editors, marketing director, and web developers on asset support and design direction for print and digital platforms. Supervised art staff and directed illustration assignments and photo shoots. Managed quarterly budget.

Additional Work Experience

Today's Homeowner Magazine / Art Director, Associate Art Director

Designed and art directed magazine covers, feature story layouts, department pages, and front-of-book section. Art directed photo shoots. Supervised freelance art staff.

Outdoor Life Magazine / Associate Art Director

Designed magazine feature stories and special sections. Oversaw layout of front and back-of-book. Coordinated photo research and acquisition.

Time Magazine, Money Magazine / Designer

Designed page layouts of weekly and monthly publications. Assisted Art Directors on design and production of special issues.

WBMG/Walter Bernard & Milton Glaser, Inc. / Designer

Assisted on redesign of Barron's and O Globo newspapers. Created page layouts and formats, and attended client meetings.

Century Books Inc. / Designer

Created story spread layouts and graphic elements. Coordinated with Art Director on the selection of photos, hiring of intern staff, and troubleshooting system problems.

Teaching Experience

Kutztown University / *Adjunct Faculty*

Messiah College / *Adjunct Faculty*

Pennsylvania College of Art & Design / *Adjunct Instructor*

Baruch College, City University of New York / *Adjunct Professor*

Pratt Institute / *Visiting Assistant Professor*

Awards and Associations

Trade Associations Business Publication International (TABPI)

Gold Award 2008

Bronze Award 2006

Society of Publication Designers

Board of Directors 2009-2012

Panel speaker, "SPD U" student conference

Student Outreach Committee 2004-2015

Annual Competition Committee 2005-present

Juror, "Spots" illustration competition

AIGA / Central PA chapter

Guest Reviewer, Student Portfolio Day, Kutztown University 2019

Keynote Speaker, Student Portfolio Day, York College 2018

Guest Reviewer, Student Portfolio Day, Harrisburg Area Community College 2016

Pro Bono clients

Kiwanis Club of the Lititz Area, Pennsylvania

Muscular Dystrophy Association

FDNY / Fire Department, City of New York

Nassau County Legislature, New York

Education

Kutztown University / *Master of Fine Arts in communication design*

SUNY, Empire State College / *Bachelor of Arts in visual communications*

Pratt Institute / *Associate of Occupational Studies in graphic design*

Art Institute of Pittsburgh / *Matriculated liberal arts and graphic design studies*

School of Visual Arts / *Matriculated graphic design studies*

The College of New Jersey / *Matriculated liberal arts and graphic design studies*

Software Proficiency

Adobe CC: InDesign, Illustrator, Photoshop, AfterEffects, Bridge, Lightroom, InCopy, Keynote

Microsoft Office: Word, Excel, PowerPoint

Online Learning Management Systems: D2L, Canvas, Zoom

Google: Docs, Sheets, Slides