

SUMMARY OF QUALIFICATIONS

Designer | Strategic Positioning | Branding | Information Design | Digital Solutions | Innovator

Inventive and inspirational creative leader, with deep consumer, B2B, healthcare, pharmaceutical industry experience and a passion for global health, creates branding, design concepts and global marketing campaigns featuring interactive designs, packaging, environmental graphics and print. Collaborative optimist uses a fresh approach to drive revenue and convey brand benefits within science-driven and creative environments.

SELECTED ACCOMPLISHMENTS

Rutherford Benchmarks' Maxus Sparkling Wine Metal Label | Created an unprecedented metal label design for a new sparkling wine, increasing sales price by 200%. Product earned a 5-star rating from Wolfgang Puck Restaurants and was served in American Airlines' first-class cabins. [BADINK]

Carnival | Met with Carnival to design a t-shirt and walked out with the entire international account. Created breakthrough designs for print ads, brochures, travel agent swag, and of course, t-shirts. [BADINK]

Bayer Xofigo – Radium 223 | Designed 3 interactive iPad apps to launch and support a new treatment for advanced prostate cancer. Defined the brand's look, created wireframes, and art elements. [GREY]

PROFESSIONAL EXPERIENCE

BADINK NYC, FL, Mercer Island, WA **Creative Director** (1998 – Present)
Consult with clients within healthcare, hospitality, pharmaceutical, travel, retail, B2B and B2C providing award winning, strategic and hands-on creative direction | Establish creative vision, manage projects from conception to completion | Direct coding contractors, photographers, illustrators | Mentor up to 5 designers.

SELECTED CLIENTS Boca Raton Resort & Club, The Breakers, Carnival, Club Med, Edelman Leather, Gulfstream Racetrack, CenterLight, Reputation Institute, Soteer, Hyundai, Isani, Ritz Carlton, Rutherford Benchmarks, SAMS

MADESIGN LLC Seattle, WA **Senior Designer** (2010 – 2017)
Environmental graphics, architectural patterns, branding, packaging for retail and mixed-use projects in Asia. Created color & materials palettes. Managed local talent, collaborated with 3D artists, and oversaw partner firms.

SELECTED CLIENTS Golden Hill (Vietnam), Guoson Center (Shanghai), Landmark Department Store (Manilla)

GTFH, GREY (GHG) NYC, CT **Creative Director, Designer** | FTE and Contract (1998 – 2012)
Worked with pharmaceutical and healthcare clients to create digital interfaces, advertising, product launches, FDA materials, branding, patient education, professional communications and CME tutorials | Analyzed complex data. Collaborated with writers, producers and project managers. Sourced/created project imagery

SELECTED CLIENTS Bausch + Lomb, Bayer, Boehringer Ingelheim, BMS, CorMedix, GSK, Johnson & Johnson, LaserSight, Leo, Merck, NicoDerm, Novartis, Pepcid AC, Pfizer, Plavix, Roche, Shire, Solvay and Wyeth

COX ADVERTISING NYC **Art Director** (1996 – 1998)
Launched Details, Steelcase's accessories division. Designed corporate advertising & collateral, and directed collaborating design firms | Redesigned in-room communications for Marriott Hotels worldwide, including directories, in-room dining and corporate messaging. Established design standards for franchised restaurants.

SELECTED CLIENTS American Airlines, Architectural Digest, Business Week, Forte Hotels, Health Magazine, Marriott Hotels and Resorts – Worldwide, Personal Computing, Scientific American, Steelcase and York Luggage.

COMMUNITY

Seattle Art Museum Supporters (SAMS) **Fundraising Collateral Designer** [PRO BONO]
Sold-out events increased fundraising 150%. Created logos, invites, sponsor/event signage, website artwork.

GLOBAL EXPERIENCE

Work experience in Holland, Korea and Philippines. **Additional travel** to England, France, Haiti, Hong Kong, Indonesia, Ireland, Italy, Mexico, Singapore, Spain and Switzerland.

EDUCATION | CAREER DEVELOPMENT

Bachelor of Fine Arts, Graphic Design – Rhode Island School of Design (RISD), Providence, RI
Dreamweaver Creative Cloud (CC) Essentials, HTML, CSS, Flash – Luminous Works, Seattle, WA

SKILLS

Graphic Design
Print and Digital
Creative Direction
Responsive Website Transformation
Visual & UI Design
Information Design
Art Direction
Copy Writing
Packaging
Advertising
Rebranding and Logo Creation
Environmental Graphics
Direct Mail
Data Analysis
Team Building
Cross-group Team Leadership
Budgeting
Full Lifecycle Project Management
C-level Presentations
Coding Collaboration
Typography
Photography
Illustration
Adobe Creative Suite
Microsoft Office

Selected AWARDS

[PRINT]
Addy Award
Strathmore Gold
Consolidated Papers Award of Excellence
Association of Graphic Arts – 2 Awards of Special Merit

[DIGITAL]

Hermes Creative Awards – Gold
WebAwards – Outstanding Website
National Mature Media Award
Aster Award
American Business Stevie Award