



Experience

FEB 2021 – CURRENT

PrecisionValue, Inc

Senior Art Director

PrecisionVALUE is a highly specialized agency that assists pharmaceutical clients in expanding market access to their products through the development of market strategies, training tools, and presentations. As a Senior Art Director, I am responsible for the layout and design of said tools and presentations, including but not limited to, guides for field staff, interactive microsites for clinicians, and value propositions for payers.

JAN 2010 – FEB 2020

GNYHA Ventures, Inc

Creative Director

GNYHA Ventures was the for-profit arm of the Greater New York Hospital Association (GNYHA), a regional advocacy group. The company's businesses specialized in healthcare consulting, group purchasing, administration, and technology. Working in their corporate communications department, I redesigned established brands, branded new companies, created and maintained a range of materials including B2B publications, presentations, ads, brochures, sales sheets, websites, and videos.

MAR 2008 – SEPT 2009

Zumba Fitness, LLC

Art Director

Zumba is a fitness brand whose dance-based aerobic workout is common to gyms around the world. Their business is based on instructor training and certification, workout videos, dance music, licensing, and merchandise. As their in-house designer from 2008 to 2009, I applied their visual assets to a range of designs for posters, fliers, DVDs, and ad campaigns for print and web.

DEC 2005 – NOV 2007

HX Media, LLC

Assistant Art Director

HX Media was a publisher and events company that served New York's LGBTQ community. I was responsible for article typesetting and ad placement in their newspaper, *The New York Blade*, and designed corporate materials, brochures, promotions, and occasional spreads for the company's namesake magazine, *HX*.

JUN 1997 - JUL 2009

SumoMama Productions, Inc

Graphic Designer/Co-Producer/Cofounder

SumoMama was a long-running production collaborative of friends who created comedic content. I co-wrote and performed in productions, shot and edited videos, and developed the visual identity for our sketch comedy act, *Free Love Forum* – designing its posters, flyers, merchandise, and website. The independent TV pilot for *Free Love Forum* was an official selection of the 2006 New York Television Festival.

Education

University for the Creative Arts

Farnham, England, UK
Bachelor of Arts

Degree

Graphic Design
(Visual Communication)

Honors

- Graduated "First Class with Honours" in 2004 from the University for the Creative Arts (attended while it was known as The Surrey Institute of Art & Design)
- Awarded the Milwaukee Institute of Art & Design's Layton Portfolio Scholarship, 2000.
- Dean's List 2002 (Studied Communication Design at MIAD from 2000 to 2002 prior to transferring)

Skills

Software

Adobe InDesign, Photoshop, Illustrator After Effects, Premiere Pro, XD, Sketch, FinalCutPro, Microsoft, PowerPoint, Word

Workplace

I'm a highly collaborative team player and solution-finder who knows what has to be done to hit deadlines. I keep cool under pressure, and enjoy the process as much as the outcome.