

## PROFILE

Creative design professional with 20+ years of experience in advertising and graphic design as Art Director and Creative Director. Strong conceptual and design skills with the proven ability to translate strategic objectives into targeted communications.

## SKILLS & COMPETENCIES

Software: Adobe Creative Suite (After Effects, Illustrator, InDesign, Photoshop, Premiere), Arduino IDE, Audacity, CSS and HTML, Google Suite, Keynote, Microsoft Office Suite, Processing PDE, Tinkercad

Personal: AI Content Creation, Art Direction, Copywriting, Creative Vision, Collaborative Team Building, Content Strategy, Corporate Identity, Customer Engagement Strategies, Multi-Platform Campaign Management, Project Management, Storytelling & Narrative Development, Strategic Brand Development, Typography, Visual Communicator, Web Design

## EDUCATION

**MFA, 2016**

Massachusetts College of Art & Design  
*Dynamic Media Institute*  
Boston, MA

**BFA, 1992**

Rhode Island School of Design  
*Graphic Design*  
Providence, RI

## PROFESSIONAL AFFILIATIONS

AIGA

CAA

SEGD

Society of Typographic Aficionados

## PROFESSIONAL EXPERIENCE

**2013 – PRESENT**

**Founder:** *Studio 610*

Freelance enterprise leveraging personal experience in brand development, corporate identity, print, and web design.

**2022 – 2024**

**Creative Director:** *Podetize (Remote)*

- Created a brand personality for global podcast production company
- Developed UX and UI for a proprietary podcast web player and app
- Acted as point of contact for high-level creative clients
- Provided mentorship & leadership to an overseas team of graphic designers to promote collaborative work and a supportive work environment

**2010 – PRESENT**

**Adjunct Professor:** *Bristol Community College, Northeastern University, Stonehill College, and UMass Dartmouth*

*Classes taught include:*

- 2D II (Time)
- Arduino + Processing
- Digital Photography
- Electronic Imaging
- Graphic Design I & II
- Interactive Design
- Motion Graphics
- Publication Design
- Typography

**2000–2013**

**Senior Art Director and Copywriter:** *Sullivan & Company Designers*

- Key participant in worldwide corporate rebranding campaign
- Wrote rebranding manifesto, graphic style and photography guides
- Developed US corporate store concepts for worldwide brand
- Supervised junior designers and freelance designers
- Designed trade show booths and in-case displays
- Art directed, wrote, and produced television, online, and print ads
- Supervised photo shoots both nationally and internationally
- Designed sales tools: print catalogs and e-commerce sites

**1998–2000**

**Partner and Art Director:** *ttools: Palm Pilot Accessories*

- Developed corporate identity for a patented line of stylus/pens
- Designed and wrote copy for all packaging, advertising, website, and collateral materials

**1993–1997**

**Art Director, Graphic Designer:** *Duffy & Shanley, Advertising & Public Relations*

- Developed advertising concepts for print and television
- Selected and supervised photographers
- Obtained quotes and estimated jobs