

SKILLSET

CREATIVE

- Interactive, broadcast, motion and print design
- Digital and film photography
- Concepting & ideation
- Copywriting
- Illustration
- Multi-instrumentalist musician
- Digital and analog audio recording

MANAGEMENT

- 360° Design Director with interactive focus
- Creative strategy
- Multidisciplinary team management (15+ people)
- Creative methodology and process implementation
- Project scoping & budgeting
- Team building

HIGHLIGHTED EXPERIENCE

SONIC / ROXIONOW – CREATIVE LEAD, PREMIUM CONTENT GROUP | LOS ANGELES, CA 2009–PRESENT

I currently lead design and UX efforts for the Los Angeles office & RoxioNow Premium Content Group. We're focused on revolutionizing the digital home entertainment landscape from Hollywood to home. This includes broadcast (10') executions, mobile, brand development, interactive, and entertainment product concepting for client partners including Samsung, Sony, HP, Dell, Best Buy, Cineplex, and others.

MCGARRYBOWEN – FREELANCE CREATIVE/ART DIRECTOR | NEW YORK, NY, 2008–2009

Worked with McGarryBowen (*AdAge's* Agency of the Year) on a diversity of clients including Crayola, Marriott, J.P.Morgan, Chevron, Century 21, The Wall Street Journal and others. Management of designers, copywriters, UX/UI and illustrators.

RENEGADE – CREATIVE DIRECTOR | NEW YORK, NY, 2005–2008

Held permanent freelance position with Renegade – a full-service, integrated agency. Clients included multiple Panasonic brands, Gale International (developers of the world's 1st green city in Songdo, Korea), Nokia, CAR and DRIVER, Colonial Insurance, Life Time Fitness and others. Director-level position with oversight of concepting, visual design, brand development, photography, UX/UI and copy. Worked in partnership with strategy, production and account directors.

FREELANCE CREATIVE/ART DIRECTOR | BOSTON, MA & NEW YORK, NY, 2002–2005

Lead Interactive Director & conceptual designer for national Panasonic Oxyride Battery campaign. Numerous projects with Tribal DDB. Other clients included Take2 Interactive (makers of best-selling games such as Grand Theft Auto & Midnight Club), the United Nations, the Museum of Fine Arts (Boston), the Institute of Contemporary Arts (Boston), Harvard University, Bantam Publishing, Parenting Magazine and others.

UOVO – CREATIVE DIRECTOR (FOUNDER OF BOSTON OFFICE) | LONDON, UK & BOSTON, MA, 2000–2002

Creative Director and founder of the Boston office for Uovo – a UK-based agency with 100 employees and offices in London and Cape Town. Clients included Our Price (UK's largest music retailer), Virgin, Akamai, net-a-porter.com, Lloyd's TSB, Cadbury, and EA Sports.

FREELANCE CREATIVE/ART DIRECTOR | BOSTON, MA, 1999–2000

Creative directed award winning website for Phillip Johnson Associates; led online rebranding efforts for Our Price (UK). Worked with numerous other clients on creative strategy, interactive and identity design.

ONE TO ONE INTERACTIVE – CREATIVE DIRECTOR | BOSTON, MA, 1999

Creative team leader; Creative Director landing Motorola's first media campaign. Other clients included Ziff-Davis, State Street Bank (AOR), Nat Sherman and others.

BUSINESS INNOVATION CENTER – INTERACTIVE CONSULTANT | BALTIMORE, MD, 1997 & 1999

Consulting partner with the Business Innovation Center – an innovation and strategic consulting group. Led creative, web technology and interactive efforts. Partnered in ideation and strategic innovation sessions.

PROJECTS & AWARDS

- Conceived and designed illii.net ("eye lie"), an award winning net-art visual investigation. illii.net interrogated ideas of travel, cultural interpretation and on/off-line exploration
- Recording and performing musician. Played in Boston-based rock music trio Centralia. Recorded full-length solo album in 2001 and recently completed recording second solo album
- New England Web Design Award Winner – best use of animation for illii.net
- New England Web Design Award Finalist for Agency PJA site (CD & lead motion designer)
- CD on Panasonic W3 award-winning DVD-R website

EDUCATION

- University of Denver: BA, 1991, Creative Writing. Double minor in Studio Art and International Relations
- Boston University London Internship Program: intensive coursework in journalism and writing internship with *Select* – one of the UK's leading music and pop-culture magazines