

Creative Director with over 10 years experience developing innovative interactive experiences for some of the world's greatest brands. Motivating leader providing creative direction and user-centered experience design expertise for clients. Experienced in digital brand strategy, creative direction, developing solid client relationships and driving innovation in every assignment. Highly skilled at managing the collaborative efforts of creative teams, contributing to conceptual ideation and inspiring teammates at all levels to exceed expectations. Currently residing in Singapore.

Razorfish

Creative Director / New York City, July 2000 - August 2008

- Responsible for portfolio of brands and managing team of associate creative director, art directors and designers
- Conceived and created design solutions that fulfill strategic business objectives
- Developed and delivered proposals to capture both account growth and new business opportunities
- Effectively presented creative ideas and strategies to project teams and clients
- Worked with Strategy and other disciplines to draft Creative Briefs
- Contributed to Studio development through management participation
- Supported human resource initiatives with a focus on recruitment and performance management
- Served as Career Manager to team members and colleagues

Recent Clients: Merrill Lynch, Capital One Bank, Cigna Healthcare, Philip Morris USA, Schering-Plough

Selected Clients: Major League Baseball, New York Public Library, Morgan Stanley, JP Morgan Chase, Thomson Corporation, Ann Taylor, Slim Fast (Unilever), Pfizer, Macy's, Hertz Rent A Car, Ford Motor Corporation, Forest Laboratories, Curacao Tourism Board, McNeil Consumer Healthcare

IBM e-Business Interactive Design Studio

Art Director / Atlanta, Georgia, February 1998 - June 2000

Designed, developed and delivered e-business solutions for Fortune 500 companies. Worked within multi-disciplinary environment of leading industry talent to create e-business solutions and best practices. Helped implement and replicate process and methodologies in new NYC Studio.

Bigelow & Eigel Advertising

Art Director / Atlanta, Georgia, December 1997 - December 1998

Concept, layout, design, production supervision for various advertising campaigns. Extensive print production knowledge gained through working with in-house digital pre-press company.

Bigelow & Eigel Advertising

Media Director / Atlanta, Georgia, February 1992 - December 1998

Responsible for the development and implementation of all media strategies, budgets and media buys for agency's clients' advertising campaigns. Developed and implemented the innovative BEST strategy, which reduced clients' advertising cost-per-leads by 30 percent.

Georgia State University

Adjunct Professor / Atlanta, Georgia, Spring Semester 1998 / Multimedia Senior Workshop

Instructed Georgia State University senior students basic multimedia and web design skills. Projects focused on applying excellence in design in the multimedia medium.

Education

Georgia State University / August 1997

Bachelor of Fine Arts, Graphic Design
Magna Cum Laude

University of South Florida / December 1988

Bachelor of Arts, Communications

Extracurricular Activities / Organizing and tagging 19,564 (and counting) iPhotos, Facebook, Flickr, iPhone, Skype, Apple TV, Nikon D90, nytimes.com, hawker food, reading any and every baby sleep training book, managing my eBay business and trying to interpret my 3 year old's mandarin phrases.

References / Available upon request