



## WORK EXPERIENCE

**Senior Art Director**, Code & Theory, New York City, NY

June 2013 – Present

- Lead, conceived and art directed ad campaigns while managing teams of art directors, designers, vendors and clients across a multitude of projects.

Work includes:

- London-based Protein World's "Every Body Works" campaign: billboards displayed on the London Tube and launch video presented across social channels
- Burger King's various campaigns: digital product launches including the "Grilled Dogs" launch commercial featuring Snoop Dogg, "Movember King", "Cheesy Tots" featuring Napoleon Dynamite, and "Mac N' Cheetos" featuring Chester the Cheetah
- Jiffy Lube's "Tips In A Jiffy" campaign: an educational video series for use across their social platforms as part of a tonal rebrand in digital
- Conde Nast's "The Scene" platform: rebranded the platform, led brand workshops created a comprehensive brand book
- Comcast: Wireframing, user interface and packaging designs for a new phone and service launch
- Woodford Reserve's "Affinity Program" campaign: developed program plan, designed bourbon tasting app and print kit
- Code & Theory's Instagram channel: led the refresh and re-launch of the site, developed new content in which includes the agency's first comic strip titled "The Agency", as well as adaptive content planning
- Brown Forman experience center: designed and developed the digital experience center at Brown Foreman's headquarters in Louisville, KY
- DPSG's Snapple, Dr. Pepper, Sunkist and Hawaiian Punch campaigns: created, designed and illustrated social media content

**Visual Designer**, R/GA, New York City, NY

May 2012 – June 2013

- Redesigned Verizon's "My Verizon UI including systematic design, wire-framing, password strengthening and custom icon sets
- Native app user experience and design development for Abercrombie & Fitch's "The A&F Club"
- Participated in the design for the winning pitch to Samsung for its global systematic redesign

**Art Director**, Barker, New York City, NY

February 2011– May 2012

- Designed concepts, sketches and executions for the launch of NBC's second season of The Voice and The Glee Project
- Executed key art and marketing concepts for major indie film Mansome, directed by Morgan Spurlock
- Developed the brand campaign for ION Television consisting of magazine spreads, OOH and website design
- Created print ad executions, commercial scripts and campaign branding concepts for online appliance retailer, AJ Madison

**Co-Founder and Principal**, Tank Jet Studios, New York City, NY

January 2011 – December 2012

- Started a design and development company, acted as creative director, bringing in new business and managing multiple scopes of work while simultaneously creating the work itself

## PUBLISHED WORK AND AWARDS

- **The Most Famous Coloring Cookbook**, self-published in July 2017. Creative directed, designed and illustrated the book, consisting of 20 celebrity illustrations and more than 60 ingredient illustrations; made in collaboration with the co-founder of Code & Theory, Brandon Ralph.
- **Balls On The Lawn**, published by Chronicle Books in April 2014. Created book illustrations and art directed the instructional lawn game sports how-to/cocktail guide; prepared the proposal/pitch for publishers.
- Bronze Cannes Lion in the Entertainment category for the Burger King "Grilled Dogs" commercial, 2016.
- Silver CLIO Award for Diamondfacts.org campaign "Can You Spot the Flaw In This Diamond?", 2010

## EDUCATION

**School of Visual Arts**, New York City, New York

Spring 2008 – Spring 2010

- BFA in Graphic Design and Advertising, overall GPA: 3.8
- Dean's List, Spring 2008 – 2010
- Scholarship: Silas H. Rhodes Chairman's Merit Scholarship and Undergraduate Graphic Design/Advertising Scholarship

## ACTIVITIES/INTERESTS

- Song writer, bass player, backup vocalist and art director for the band, The Shake; Songs have appeared in film and television including on True Blood, One Tree Hill, 90210, License to Wed and more

## PROGRAM EXPERIENCE

Adobe Photoshop, Illustrator, After Effects InDesign, Premiere, Final Cut Pro, Keynote, Microsoft Office