



WORK EXPERIENCE

Associate Creative Director, Momentum Worldwide, New York City, NY November 2018 – Present

- Managed teams of art directors, writers and experiential designers from concept to execution for various seasonal retail focused campaigns for major Bacardi portfolio brands, Patrón Tequila and Grey Goose Vodka

Associate Creative Director, Code & Theory, New York City, NY June 2013 – November 2018

- Lead, conceived and art directed ad campaigns while managing teams of art directors, designers, vendors and clients across a multitude of projects. Work includes:
 - SC Johnson "Our Purpose" campaign: creative direction, design, editing and animation for digital video series used on site and social
 - Hilton Club digital office installation: multi-screen content conceiving, art direction and animation for Hilton Club's NY office
 - 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

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
- **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, Sketch, Keynote, Microsoft Office