

:: summary

- 12+ years of generating superb digital content for top-tier clients with measurable success
- Deep understanding of branding, user engagement, & demographic targeting—all verticals/channels
- Hands-on lead creative w/ team & project mgmt skills to mentor, shepherd process, & deliver results
- Acute sense of pacing, light/color, aesthetics (motion + still), typography, animation — *Fine Arts BG*

:: experience**• Sr Editor / Animator - Freelance :: VaynerMedia :: 2015-2017**

Actualizing video, interactive, & VR creative for market-leading, consumer-facing, global brands via Facebook, Instagram, Twitter, Snapchat, & TV Comm. Edit, Animation, Color Correction, Audio Mix. Extensive team integration & post-production project management to deliver beyond expectations.

- *Clients include: Budweiser, Toyota, Chase, MasterCard, Snuggle, Mr. Robot, Michelob Ultra, SYFY, Stella Artois, Sour Patch Kids, Mountain Dew, Shea Moisture, Quaker, ++*

• Creative Director :: Iris Media Works :: 2013-2015

Drove previsualization sessions for content ideation, managed all graphics & branding work, designed/animated flagship assets, brainstormed big-picture concepts with company owners, held client meetings, pitched ideas, led internal brand redesign of company's logo/decks/collateral.

- *Clients include: Fisher-Price, HP, Walmart, CNE, Bon Appétit, Nokia, Pureology, CLEAR, ++*

• UI Design / Consultation (mobile) - Freelance :: Banana&Co, Ultravisual, Language Hunt :: 2013-2015

Consultation & design iteration for UI help screens on Ultravisual, a visual sharing network app.

Art design/UI for two mobile games with B+Co. Chief Creative consultant with LH redesign.

• Sr Art Director - interactive (web / mobile) :: Tremor Video :: 2009-2013

Award-winning design/direction/implementation on \$11MM of interactive ad units + RFP storyboarding

Extensive UI/UX engaging all demographics – at scale & targeted. Grew mobile offering capabilities.

- *Clients include: Disney, Redken, L'Oréal, all major motion picture houses, food/bev, auto, CPG*

• Art Director, Animator, Visual Designer - Freelance :: 2006-2015

Films, Broadway theater projections, awards shows, mobile UI, show/station identity, showroom

- *Projects through: Red Antler, The Ebeling Group, Mannatt, Nickelodeon, Kaplan Thaler, Vacations, ZAS Film, Left Bank, Culpepper Williams, Spek Studios, PandaPanther, ++*

• Jr Designer (animation) :: Loyalkaspar :: 2005-2006**:: skill set**

- Agile & adept editing, animating(keyframe & code-based), color grading, audio mix, art/creative dir. *After Effects, Premiere, Photoshop, Illustrator, InDesign, Resolve, Trapcode, SkyBox, JS, HTML5*
- Hands-on leadership of creative projects from inception through completion, minding all KPIs
- Experienced pitching RFPs, guiding brainstorming, ideating from results, motivating team output
- Strong proficiencies in business/project workflow, client interaction, branding, & team integration
- Robust traditional background in drawing, painting, photography, film, & sculpture
- Well-versed in full gamut of delivery channels (mobile, social, web, broadcast, VR, AR, interactive)
- Cogent UI/UX design, interactive/responsive fundamentals, cross-platform brand extension
- Perfectionist of pacing, typography, & aesthetic detail to connote specific viewer emotions/results

:: formal education

BFA :: Digital Arts & Sciences — Joint program between colleges of Fine Arts & Engineering
University of Florida :: 2005 :: summa cum laude w/ honors :: 3.84 GPA

:: awards

- Fisher-Price *Share the Joy* campaign cited by *Ad Age* in their top agencies to watch 2014
- PromaxBDA SILVER :: Children's Program Campaign Using Multiple Media 2013
- ADDY Award of Excellence for Mannatt holiday video email :: animation 2012
- Toronto Int'l Film Festival :: Official Selection :: gunshot compositing vfx in *La Soga* 2009
- Lumen Eclipse selected artist :: month-long outdoor video exhibition at Harvard Sq. 2007