

:: 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 creative for market-leading, consumer-facing, global brands :: video, interactive, VR
- **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, Ultravizual, Language Hunt :: 2013-2015**
Consultation & design iteration for UI help screens on Ultravizual, 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**
Created \$11MM of rich media advertising in web & mobile, top-tier clients across all verticals.
Extensive UI/UX engaging all demographics – delivered at scale & targeted, w/ brand-extending, immersive takeover animations. Award-winning design/direction/implementation of ad units.
Storyboarding for top sales/marketing team RFPs. Helped push capabilities of initial mobile ads.
- *Clients include: Disney, all major motion picture houses, Redken, L'Oréal, food/bev, auto, CPG*
- **Motion Designer, Animator, Art Director - Freelance :: 2006-2015**
Projects encompass feature films, Broadway theater projections, awards shows, branded content, interactive, mobile UI, show packaging, station ID, music videos, vfx, & showroom animations.
- *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, color grading, animating(keyframe & code-based), audio mix, art/creative dir.
After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Resolve, AS3, 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, 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 for month-long outdoor, nightly video exhibition 2007
Harvard Square :: Cambridge, MA