

:: summary

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

:: experience

- **Associate Creative Director :: VaynerTalent | Sr Editor / Animator :: VaynerMedia :: 2015-2018**
Actualizing video, interactive, social & VR creative for market-leading, consumer-facing, global brands
Scaling the stories & initiatives of high-profile personalities via personal branding, episodic, & podcasts
Extensive team & project management through all stages of production, client interaction, & delivery
Editing, animation, color correction, & audio mixing – directing others & hands-on creation personally
Led continuing education for junior team members to hone their skills and inspire better creative
- *Clients include: Budweiser, Toyota, Chase, MasterCard, Snuggle, Comcast, Michelob Ultra, SYFY, Stella Artois, Mr. Robot, Sour Patch Kids, Mountain Dew, Shea Moisture, Quaker, Ray Dalio, US Olympians, musical & fine artists, thought leaders, ++*
- **Creative Director :: Iris Media Works :: 2013-2015**
Managed all graphics, effects, & branding for episodic content, commercials, & interactive live streams
Pitched clients, drove pre-vis/brainstorming sessions with company owners, technical directed on set
Led internal brand redesign of company's logo/decks/collateral
- *Clients include: Fisher-Price, HP, Walmart, Condé Nast, Bon Appétit, Nokia, Pureology, CLEAR, ++*
- **UI Design / Consultation (mobile) :: Banana&Co, Ultravizual, Language Hunt :: 2013-2015**
Consultation & design iteration for UI help menus 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**
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, OOH
- *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

- Hands-on, positive leadership of teams/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
- Agile & adept editing, animating (keyframe + code-based), color grading, audio mix, art/creative dir.
After Effects, Premiere, Photoshop, Illustrator, InDesign, Resolve, Trapcode, VR, HTML5, etc.
- Robust traditional background in painting, photography, film, & sculpture rounds out digital mindset
- 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 :: Disney Jr 2013
- ADDY Award of Excellence for Mannatt holiday video email :: animation 2012
- Lumen Eclipse selected artist :: month-long outdoor video exhibition at Harvard Sq. 2007