

## Experience

### **Hello Alfred — Creative Director (2019)**

- Refreshed, expanded, and systemized the brand identity
- Partnered with cross-functional teams (Communications, Growth, Product) to develop creative briefs and deliver campaigns and assets that tell compelling stories and meet business objectives
- Led creative development and created guidelines for all marketing, promotion and events across multiple mediums
- Refined the narrative and supported the creation of investor facing communications

### **Tendr— Co-Founder & Creative Director (2014-2019)**

- Built Tendr, a digital cash gift platform from idea to MVP to \$15 million in gifts given
- Oversaw and executed all aspects of product design (research, ux/ui, deployment, testing)
- Conducted user research and synthesized insights
- Curated and directed a diverse group of international artists to create a collection of exclusive digital greeting cards for all life-stage occasions
- Managed a cross-functional team of designers, programmers and copywriters
- Concepted, deployed and optimized all marketing initiatives (web, social, events, print)
- Consulted with 2 of the top-five banks on how to bring thoughtfulness and humanity into digital financial products

### **Apartment One — Co-Founder & Creative Director (2004-2016)**

- Built an award-winning boutique creative agency
- Led all aspects of creative work from pitch to production
- Ensured all work was strategically sound, conceptually inspiring, and creatively powerful
- Grew, directed, and mentored a multidisciplinary design team consisting of strategists, writers, illustrators and graphic designers and engineers
- Led projects for a range of clients, from early-stage startups to Fortune 100 brands
- Select Clients included: Google, Rock The Vote, Brooks Brothers, UN Refugee Agency, NYU Langone, Poppin, Fatherly, Comcast, and The Greenwich Hotel

### **Independent Design Consultant — (2002-2004)**

- Contributed to large-scale brand development initiatives
- Created dynamic and cohesive design systems for a range of clients
- Agencies include: AR New York, Cyclops, Turf, and SelectNY

### **Ogilvy — Brand Designer (2001-2002)**

- Worked on multiple brand and design initiatives within the Brand Integration Group (BIG)
- Clients included: Coke, Motorola, Miller Brewing Company, American Express

## Education

### **School of Visual Arts (1998- 2001)**

Bachelor in Fine Arts (BFA) - Graduated top 10%

## Skills

Adobe Creative Suite, Sketch, Zeplin, Invision, Keynote, Google Apps

## Publications

Big Brand Theory, Logology 2, Los Logos 6, Boxed and Labeled, Designilicious, Brand D, Less is More, Infinite Typography, Branding Talks, Botanical Aesthetics, Exploring Typography, Corporate & Co, Nature Inspires, Crazy Colour, Yum Yum - Creative Food Branding

## Awards

Print Creativity & Commerce, Print Regional Design Annual, HOW International Design Annual