

**| SUMMARY**

With 23 years working experience in the creative industry, I have achieved a wide range of work and relationships with many clients. I have devised and developed a rare and unique skill set that allows me to cross many borders of the industry and the ability to accomplish goals that are set. Having developed a hands-on approach and attitude of striving for the best solutions for the project needs, I feel I am a strong asset to both clients and employers.

| EXPERIENCE**HELIUM14****Art Director / Senior Designer / Photographer - January 2000 - Current**

- Oversee complete project management, associated vendors and product suppliers.
- Fluent in print, web and motion design concepts and production.
- Keen eye for cross-media design and asset production.
- Diverse at problem solving solutions.
- Photography skills for Product, Corporate Events.
- Videography and Editing in Final Cut Pro X.

Having run my own small design studio for the last 20 years, I have great insight and respect for all aspects of working in a professional and profitable space. Providing custom design, creative direction and consultation services for a wide variety of clients and projects.

My passion for design and photography has allowed me to fulfill a lot of varied roles with clients in helping them see their problems solved.

EQAL, INC.**Freelance Art Director / Senior Designer - April 2011 - July 2012**

- Team launched 4 shows and a network for YouTube original programming in the health and beauty space with multiple shows landing in the top 20 list of views.
- Design and manage website design for key clients under the company roster.
- Concept and create strategy for in-house marketing and promotions.
- Implemented a department wide file system for tracking files and job tracking.
- Brought motion services in-house for brand clients, significantly reducing costs and time.

I was brought in to design and support the sales division for new clients, then transferred over to designing websites for clients such as Stan Lee, Alicia Silverstone and major brands such as The Real Women of Philadelphia online cooking community.

I was also put in charge of developing the department wide file system for tracking and managing all of the assets and files used in production. Thru that, I was able to implement bringing motion design in-house, which significantly reduced operating costs and time.

I helped design and present for funding from YouTube, and the team was successful in securing over 15 million dollars, the largest of any company for the year, and worked on launching 4 shows and a network on YouTube original programming in the health and beauty sector with multiple shows landing in the top 20 list of views.

**| EXPERIENCE CONT.****A.D.D. MARKETING + ADVERTISING****Freelance Art Director / Senior Designer - 2006 - 2008**

- Direct, design and manage campaigns for various client projects.
- Produce video shoots, edit video and create motion graphics for online and internal.
- Responsible for transitioning the company to a digital workflow from paper based for all reporting, producing an annual savings of approximately \$30,000 in external printing cost.
- Design and develop DVD media for sales presentations and client distribution.

I was brought in for my expertise in various aspects of design to help bring the creative department to a more robust and profitable area of the company. I was responsible for directing, designing and managing campaigns for various film productions such as Nacho Libre, Jackass 2, Transformers, etc. I also had responsibilities to design and develop DVD media for sales presentations and client distribution, thus pushing in to quicker and more readily available information for the company and the studios.

I was tasked with transitioning the company to a digital workflow from paper based for all reporting, which resulted in a savings of approximately \$30,000 in outside printing costs in the first year alone.

MEDIAFRONT - OSLO NORWAY**Art Director / Senior Designer - July 1999 - May 2003****Graphic Designer - July 1997 - July 1999**

- Oversaw a 5 person team of designers and a programmer.
- Lead team in concepting, presenting, design, management and execution of projects.
- Created and managed all routines pertaining to back-ups, archiving and timekeeping for the design department.
- Brought on to expand the design style of the firm to broaden the appeal to new markets.
- Contribution in building the company to one of the most well-known and awarded studios in Oslo, Norway.

I was asked to join the studio as they were growing from scratch, bringing another point of view and to expand the design style of the firm to broaden the appeal to the expanding markets in Europe.

Promoted to Art Director and partner, I managed a team of 5, including both designers and programmers. I was responsible for leading the team in concepting, presenting, designing, managing and execution of projects for a wide range of clients in Norway.

I spearheaded creating and implemented routines pertaining to back-ups, archiving and timekeeping for the design team, which lead to a massive increase in productivity and billing for the department.

Thru all the years with the company, I provided a key contribution to building the company to one of the most well-known and awarded studios in Norway.

| PORTFOLIO

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| PRODUCTION COMPANIES MediaFront AS, Bleed Design, EQAL, A.D.D. Marketing, DNA Studios, AMCI Global, BBDO Oslo, CP Connection, Crossgrain Studios, Exactä Media, 8Track Studios.

| PARTIAL CLIENT LIST American Idol, Crave Online, FinishLine, Global Apparel Network, Globe Shoes, Heineken USA, HPC Sport, Idol Norway, Impact Group, LA Derby Dolls, Lexus, Lóreal, MGM Studios, Nadel Architects, Nissan, NSBF, OsloCity, Paramount Studios, Pepsi Norway, Peugeot, Prime Wire Cable, RBK, Rogue Pictures, Scion, Shurflo, Sony, Starwood Hotels, Telenor Mobil, Toyota, Virgin Recording, VisioGen.

| EDUCATION Laguna College of Art and Design (LCAD), Graphic Design and Communications Major

| REFERRALS Available upon request