

PRINT + WEB + BRANDING



## INTRODUCTION

Through over a decade of professional experience as a designer, an independent record label owner/art director, and as a graduate of the School of Visual Arts MFA Design program, I have cultivated my skills in designing, branding, and directing printed collateral materials, websites, and multimedia presentations.

## EXPERIENCE

### EMMSPACE DESIGN

Manhattan, NY

Principal 2010–Present

Emmspace Design is a full-service graphic design firm specializing in both print and web projects. Job responsibilities include all facets of design from concept to execution. Responsibilities also include organizing photo shoots, securing illustrators and other talent, and working with specialized vendors.

### W. P. CAREY & CO. LLC

Manhattan, NY

Senior Designer 2008–2010

Responsible for all facets of design, from concept to production, of brochures, campaigns, ads, signage, invitation design, logo design, and promotional collateral. Additionally responsible for working with vendors, acquiring estimates, and organizing photo shoots.

### CG+M ADVERTISING & DESIGN

Manhattan, NY

Senior Designer 2006–2008

Responsible for all facets of print, web, and branding for a Soho based advertising agency. In addition to design, responsibilities included organizing photo shoots, securing illustrators, and specialized vendors. Clients included Pfizer, Screenvision, and United States Army.

### GROUP C

New Haven, CT

Designer 2005–2006

In charge of all aspects of design and organization for Rizzoli's, "Antoine Predock, Architect Vol. 4" documenting the work of 2006 AIA Gold Medal recipient Antoine Predock. Additional work includes: pamphlet design, information architecture, web design, and print advertising.

### M&R PROFESSIONAL ASSOCIATION

Morristown, NJ

Graphic Designer, 2004–2005

Responsible for all design work for a small, independent law firm. Work includes creation and design of all promotional materials including building a company web site from the ground up.

### LIVEWIRE RECORDS

Brooklyn, NY

Founder, Art Director 1999–Present

President of independent record label, responsible for all aspects of business including artist selection, album production, marketing, distribution, and art direction. Graphic Design work includes CD and LP layouts, packaging clothing design, web site creation, promotional press kits, web and print advertisements, catalog and magazine layouts.

### FREELANCE CLIENTS INCLUDE:

ASPCA (Animal Protection Organization)

Harvard Medical School Student Organization

Lake Drive Foundation Children

Artist, Richard Humann

## EDUCATION

### SCHOOL OF VISUAL ARTS

New York, NY

Master of Fine Arts in Design, 2005

### RUTGERS COLLEGE

New Brunswick, NJ

Bachelor of Arts, 1998

Major: English, Minor: Film

## TECHNICAL

### SOFTWARE

InDesign CS5, Illustrator CS5, Photoshop CS5, QuarkXpress, Flash\* CS5, AfterEffects\*, HTML\*, Acrobat & Distiller,

Microsoft Office, Mac 9.x-OSX & PC Platforms

\*Working Knowledge

### PRINT

Highly experienced with pre-press and production requirements for offset and digital printing as well as silk screen and heat transfer processes.

