

ABOUT

Versatile, award-winning creative professional with 25+ years of experience across print, digital, corporate identity, web, branding, and marketing.

Proven ability to develop and elevate brands for leading global clients, including AXIS Capital, JPMorgan Chase, Swiss Re, NYU, Wrigley, Colgate Palmolive, HAVAS, CQ Hotels, Paramount Network and Cooley LLP.

EXPERIENCE

JUN 2024 — APR 2025

**Art Director/ Presentation Designer**  
Cooley LLP

- Maintained brand consistency, clarity, and visual refinement across all presentation materials.
- Expanded existing templates, icon libraries, and branded systems to optimize workflow and design efficiency.
- Enhanced presentation quality through compelling infographics and refined data visualizations.
- Directed quality control and ensured timely delivery of high-stakes presentations for C-suite, board meetings, and external events.
- Balanced creative innovation with brand standards and tight deadlines for high-demand internal clients.
- Collaborated directly with legal teams to translate complex ideas into clear, custom-designed presentations.
- Delivered additional creative assets including conference backdrops and supporting collateral.

JUL 2022 — MAY 2024

**Creative Director/ Production Manager**  
Freelance

- Manage production of projects for top pharma brands
- Work with award winning design firms in need of assistance with creative direction.
- Oversee presentations, print projects, created digital assets for web and productions of exhibits to ensure all projects were aligned with branding.

NOV 2020 — JUN 2022

**Senior Director, Marketing/ Creative Director**  
CGI Merchant Group

- Led team in complete re-brand of CGI Merchant group.
- Created marketing and sales material for fundraising team.
- Managed design refresh and supervised programming of website.
- Designed the sub brands for new companies under the CGI umbrella which ranged from the financial to the hospitality industry, including identity, collateral and digital materials
- Supervised the entire design process and all-important technical decisions from home office in NY and traveled to Miami once a month to review with CEO.
- Ensured that all marketing channels support the value proposition of the brand.

FEB 2019 — MAR 2020

**Art Director**  
HAVAS Production Studios

- Created and updated existing presentations and templates for internal clients and sales pitches.
- Created info graphics, logos and digital art, for use in presentations, collateral and online usage.
- Meeting with production teams and interfacing with clients.
- Support to Creative Director on digital assets.

## EXPERIENCE

continued

JAN 2018 — FEB 2019

**Art Director/ Sr Production Artist**

Paramount Network

- Worked closely with Sr Project Director and team to create presentations and graphics for the sales and marketing teams.
- Created digital ads (some animated) to be used on social media and Video on Demand (VOD) platforms.
- Created digital art for environmental ads and displays.
- Photo retouched key art and updated/ customized layouts for programs and events at the network.

FEB 2007 — MAR 2017

**Art Director / Digital Design Director**

Baseline Group NY

- Integral part of team that re-branded Baseline Design to Baseline Group NY.
- Lead on all digital projects, working closely with programmers to ensure design and usability were executed as planned.
- Part of team that created a new business strategy targeting markets outside of the financial world to offer a greater scope of branding services.
- Attended conferences and networking events.
- Collaborated with the Creative Director to execute projects from start to finish.
- Led client presentations and pitches.
- Press supervision for high-end clients.
- Vendor interaction, including photographers, exhibit manufacturers.
- Manage Jr Designers and Freelancers on projects requiring assistance.

**SKILL SET**

InDesign ★★★★★

Keynote ★★★★★

CSS ★★★★★

Photoshop ★★★★★

Adobe Acrobat ★★★★★

Animate CC ★★★

Illustrator ★★★★★

MS Word ★★★★★

Adobe XD ★★★

Power Point ★★★★★

HTML ★★★★★

Adobe Premiere ★★

**EDUCATION****2000****Parsons School of Design:**

Web - html/ flash

**1995 - 1997****Fashion Institute of Technology (FIT):**

Advertising/ Design