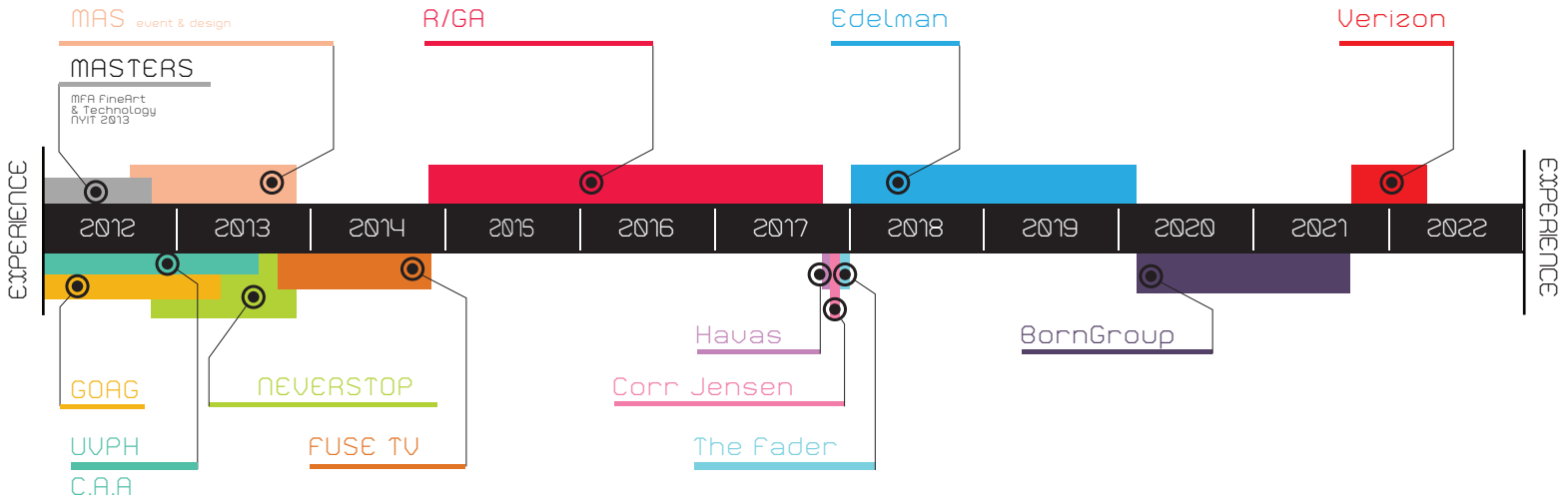


OBJECTIVE

ACD / Sr. Art Director role @ innovative & creatively fulfilling positions in digital media marketing and agency spaces



<p>Verizon NY, USA</p>	<p>Sr. Art Director / ACD Contract 8months</p>	<p>BORN Group NY, USA</p>	<p>Sr. Art Director / Sr. Designer Full-Time 1.2yrs</p>
<p>Support to the Creative Director with the development of concepts, strategies, and client deliverables, while managing and supervising multiple projects and teams within the org.</p> <p>Ensuring resources are allocated according to project needs, client objectives, values, budgets, and deadlines.</p> <p>Spear heading .com redesign, defining new 3.0 brand identity and message consistency across all channels.</p>		<p>Art direct / design information architecture, UI and UX flow of responsive digital products and apps to grow our clients business</p> <p>Envision, pitch, iteratively design, execute, and present deliverables with the internal creative team to clients</p> <p>Clients Served Mastercard, Gerber, Oreo, Bell, YMCA, Crossmark, BBrooks Brothers, Delta, Pure Encapsulations</p>	
<p>Edelman NY, USA</p>	<p>Sr. Art Director / Sr. Designer Full-Time 2yrs</p>	<p>R/GA NY, USA</p>	<p>Sr. Visual / Presentation Designer Full-Time 3yrs</p>
<p>Lead creative and transformative ideation, informing visual executions for Samsung US social media across all platforms. Designed brand visuals and guidelines for global Samsung Pay assets.</p> <p>Worked on a wide range of projects servicing Edelman clientele.</p> <p>Clients Served Samsung Global, Samsung US, Comcast, Work From Hawaii, Synchrony, KFC</p>		<p>Created and pitched user research strategy to drive customer empathy through rich user journeys and meeting client requirements.</p> <p>Consulted with creative strategists to simplify complex client briefs through visual language that is true to brand & narrates concise stories through the lens of user journeys.</p> <p>Clients Served Nike, Google, Chobani, FIFA, Mercedes, MagicLeap, Jet.com, ETrade, PWC, Converse, Walmart, Diageo, JetBlue, McCormick, Verizon, Samsung etc</p>	

Technical Skills

Proficient with all Adobe CC Programs (Photoshop, Illustrator, In-Design, Aftereffects)

Proficient with Sketch and Figma

Excellent Illustrator

Problem Solver