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PARTIAL CLIENT LIST

Marks & Spencer
American Express
Allianz
LBS
Starbucks
Lacoste
T-Mobile
Fit
Krispy Kreme
Blackberry
Tillman's Toasty
TGI Friday's
Lloyds TSB
BT
Unilever
IBM
Dove
Hamleys
Nectar
BAA
Stephenson Harwood
RBS
Merrill Lynch
Emap
P&G
M&G International
Lloyds TSB
Toshiba
Irving Plaza Concerts
Knitting Factory
CMJ

TECHNICAL SKILLS

Photoshop, Illustrator, Flash,
InDesign, Quark, Dreamweaver,
Fireworks, Acrobat, MS Office.
Mac and PC platforms.

Additional skills

Team Direction/Management
Illustration, Typesetting
Traditional paste-up

EDUCATION

(1994-97) RUTGERS UNIVERSITY
B.A. VISUAL ART, Graphic Design

(2005) LONDON COLLEGE
OF COMMUNICATION, UK
Experimental Typography Course

DUAL NATIONALITY

United States & United Kingdom

LOCATION

10999 Berlin, Germany

DATE OF BIRTH

27/07/1976

References and Portfolio
available upon request.

CREATIVE DIRECTOR, FREELANCE, BERLIN.

JAN 2010 - PRESENT

- Conducting successful client and pitch work in top agencies serving Berlin, London, NYC.

CREATIVE DIRECTOR, DIGITAL. BBDO, BERLIN.

DEC 2008 - JAN 2010

- Clients: Allianz, LBS, Tillman's Toasty, Fit, BBDO.
- Construction and management of Digital creative team from inception.
- Creation of groundbreaking, profitable work for Allianz campaigns and sponsorships.
- Successful, innovative solutions supporting integrated campaigns for LBS, Tillmans Toasty, Fit.
- Collaboration with BBDO network for creative strategies, online brand positioning.

SENIOR ART DIRECTOR. LBi, LONDON.

JAN 2007 - DEC 2008

- Clients: Marks & Spencer, Lacoste, Starbucks, Emap, RBS, Lloyds TSB.
- Conception, creation, and direction of innovative visual designs for clients' business needs.
- Management of on and off-site creative teams; guardian of creative standards, team development, creative culture, trends. Lead on presentations and client opinion.

ART DIRECTOR (CONTRACT). OGILVY INTERACTIVE, LONDON.

JULY 2006 - JAN 2007

- Clients: American Express, Dove, IBM, BT, Midori, Unilever.
- Concepts, designs and team leadership for interactive campaigns, websites, virals, pitch work.

SENIOR ART DIRECTOR. BLUE BARRACUDA, LONDON.

JULY 2005 - JULY 2006

- Clients: T-Mobile, Krispy Kreme, Blackberry, TGI Friday's, Nectar, Hamleys, BAA.
- Concept development of successful campaigns for online marketing: sites, advertising, games.
- Direction and management of a 10+ design team in all aspects of creative and internal workflows. Establishment of highest design standards and creative process for department.

ONLINE CREATIVE DIRECTOR. MERRILL LYNCH, LONDON.

NOV. 2003 - JULY 2005

- Client: Merrill Lynch Investment Managers.
- Direction of all online creative, including the design and integration of 10 European websites, Intranets, microsites, and multimedia projects as well as advertising in FT.com and Reuters.
- Ensured excellence of site design and international brand consistency through research, user testing, production of style guides & templates.

ART DIRECTOR. SCREAMING MEDIA, INC., NEW YORK.

FEB. 2001 - JUNE 2002

- Clients: Screaming Media, M&G International, Oracle.
- Conception and design of all domestic and international media, including corporate brand, digital media, and advertising.
- Creation of all print, digital, presentation, and environment collateral, including: websites, demo design, animation, media kits, packaging, 3D signage, billboards, trade show booths.

SENIOR DESIGNER. COMMUNICATION DESIGN INK, NEW YORK.

AUG. 2000 - JAN. 2001

- Clients: Schonfeld Group, Scoop NYC, Hastings.
- Design, animation, illustration, corporate branding for client work and new business concepts.

CREATIVE DIRECTOR. IRVING PLAZA CONCERTS, NEW YORK.

JULY 1997 - APRIL 2000

- Clients: Irving Plaza, Knitting Factory, SFX Entertainment, SOB's.
- Exclusive print and web advertising, from concept to finish, for premier performances including: Bob Dylan, Prince, The Cure, and Tori Amos.
- Consultation with record labels and artist management for the creation of all ads appearing in publications: The Village Voice, Time Out New York, New York Press, and The New York Times.