

MISSION:

Seeking creative and conceptual challenges in interaction, interface, and web design.

EDUCATION:

MFADT, Parsons School of Design, New York, NY. May 2005
Completed the Master's program in Design and Technology focusing on multimedia design.

BA, University of Maryland, College Park, MD. May 1999
• College of Journalism, Public Relations, Spanish minor. Honors Citation, Presidential Scholar

EXPERIENCE:

Kadium Inc., San Francisco, CA Feb. '05 - present
• Design and concepting websites and marketing campaigns for clients such as Sony, Adobe, U.S. Air Force, Svedka vodka, and Method.

Medsite Inc., New York, NY. Sept. '04- Jan. '05
• Flash design and animation for medical educational programs. Storyboards, concept through development and production.
• Graphic design and branding for web sites, email, newsletters and other collateral.

Siemens Corporation, Collaboration through Parsons, New York, NY. Jan. - May '04
• Concept development for conservational heating and cooling systems' control panels.

Cooper Hewitt National Design Museum, Collaboration through Parsons, NY, NY. Fall '03
• Architectural and conceptual re-design, delivered new site map and wire frames for entire site.
• Created a web game to encourage students learning of and exploration of the collections. Design-A-Room which was chosen to be featured on their site.

XL Group, Collaboration through Parsons, New York, NY. May-June '04
• Research, interface design, and user testing for XLERator, their performance tracking software.
• Compiled market research, conducted focus groups and user interviews. Designed and tested proposed interfaces.

The Topps Co., Inc., New York, NY. Sept. '01- Aug. '03
• Logo, packaging and collateral design for Confectionery Brands such as Ring Pop and Push Pop.
• Participate in the strategic brand development of new products and the re-launch of Bazooka Gum, launched fall of '03.
• Execute pre-press production on all files and mechanicals.
• Create schematics and retouch product photos.
• Design baseball and other collectable cards, packaging and collateral for Topps Sports Brands.
• Create electronic design releases for distribution to vendors and internal staff.
• Compose 4 Color, Chrome, Foil and Etched Topps cards for printing and advertising.

The Alaska Channel, New York, NY. March '01 - Present
• Produce the Alaska Activities Guidebook (112 pgs.) for the past 4 years and its accompanying Alaska Planner web site in 2003.
• Completed projects such as: web banners, brochures, logos and company branding, invitations, and business cards; in the U.S. and Australia.

Merkley Newman Harty and Partners, New York, NY. Jan '00 - Feb '01
• Managed new business pitches in the advertising field for major brands, including Citibank, Kodak and Pfizer's direct to consumer drug, Lipitor. (won \$80M worth of business)
• Contributed to design, strategy and development of campaigns; executed research.
• Contributed to Art Direction for leave-behinds, layout and unique packaging for each client.
• Art Directed Macromedia Director and Power Point presentations and prototypical web sites.
• Assisted with post-pitch evaluations of each project, team and overall department.

SKILLS:

- (MAC and PC)
- Flash
- Acrobat
- InDesign
- Illustrator
- Photoshop
- Actionscript
- Dreamweaver
- QuarkXPress
- ImageReady
- Fireworks
- Spanish
- HTML
- MySQL
- PHP
- CSS