

experience

leefenvisual art & design, berkeley, ca. - january 2009 to present
art director/graphic designer

- conceptualize, design and manage a variety of print and online graphics for technology companies, marketing organizations and consumer product brands

jansport, a division of VF Corp., san leandro, ca. - july 2005 to january 2009
senior creative manager - marketing department

- manager of four graphic designers and one project manager
- responsible for directing all visual aspects of JanSport's identity
 - art direct and co-produce international and domestic lifestyle photo shoots
 - direct creation of product catalogs, hang tags and retail signage
 - oversee trade show booth properties, retail and showroom fixture environments
- work with director of marketing on annual creative budget and brand guidelines
- establish best-practices for creative group
 - art and job archive, photo library, design resources, department server structure
- develop and design retail fixture program
- present creative updates and materials at product launch meetings/sales conferences
- shoot and collaborate on brand and product-oriented videos
- design, illustrate and photograph for special projects when needed

mjc corp., san francisco, ca. - february 2003 to june 2005

joe boxer / 13th floor creative, san francisco, ca. - may 2002 to february 2003
senior graphic designer

- create original illustrations for a variety of apparel
- conceptualize design solutions for seasonal clothing lines
- present new line looks based on cultural trends, to executive management and to clients
- adhere to client style guides
- collaborate with senior sales staff to create presentations for clients and retail accounts
- engage in client services and project management

netcentives, san francisco, ca - september 2000 to april 2001
art director

- work on a two-person creative services team, serving as in-house agency (500 employees)
- provide direct creative support to VP of Marketing, sales and executive management
- manage all corporate collateral
- develop brochures for vertical market segments
- create collateral for "The Engaged Customer", a New York Times bestseller

blt & associates, hollywood, ca. - march 1998 to september 2000
graphic designer, dvd manager and animator

- dvd interface and menu screen designer for major hollywood studio releases: Dogma, Big Daddy, Magnolia, Heavy Metal, The Messenger, Sleepy Hollow and Cruel Intentions
- develop dvd animation sequences for Big Daddy, The Messenger and Dogma
- create artwork and design treatments for movie posters and home video packaging

clients

camelbak • go lite • ride snowboards • outside pr • mosio • attack! marketing
blue shield of california • wishlist foundation • guess jeans, u.s.a. • mezzanine
madhattan • born from corn • aids walk LA • snugglewrap, inc. • caresquare
core development group • heslin construction • top flight sports • harper one
6 degrees records • the california honeydrops • 511 tactical • usa productions

goal

Graphic designer, art director, and illustrator seeks opportunity to create compelling design solutions for your brand and organization.

skills

In fourteen years designing and art directing, I've developed skills and expertise in the following areas:

Design + Production

- creating original illustrations (digital and hand-drawn)
- establishing brand and visual identity
- conceptualizing and designing identity systems
- design/illustration for products and apparel
- retail and tradeshow fixture planning and implementation
- web design and graphics
- production and printing process

Management

- managing creative teams and vendors
- hiring, mentoring and motivating creative talent
- presenting concepts and designs to executive management and sales reps
- creating and managing budgets

Photography

- photo art direction (lifestyle and product)
- photography (and videography)
- photo retouching and color correction
- digital studio set-up

education

bachelor of fine arts in graphic design
illustration specialization
trenton state college

affiliations

AIGA - San Francisco Chapter
Artists In Cellophane (Art-O-Mat)