

Skills

- Client Interaction
- Art Direction
- Graphic Design
- Brand and Identity Development
- Illustration
- Animation
- Storyboarding
- Conceptual Brainstorming
- Project Management
- Team Leadership
- HTML production

Software

- Photoshop
- Illustrator
- Acrobat
- BB Edit
- Flash
- Quark
- Office

Education

Rochester Institute of
Technology
Rochester, NY
BFA, Illustration and Design
May 1993

References available upon
request

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1 Ruth Street
Worcester, MA 01602

CREATIVE DIRECTOR - TRIPADVISOR.COM

November 2006 - Present Newton, MA

Role: Oversee all visual design components for the TripAdvisor.com website, it's sister sites in France, Italy, Germany, Spain, Japan, Switzerland, Portugal, Brazil, The Netherlands, Canada, and the UK – which all together receive 25 million unique visitors per week, and generates over \$200 million in revenue. Oversee the design and development of all brand communications and touchpoints; email (with members/contributors, partners, and property owners), blogs, Twitter, Facebook applications, and mobile apps. Manage brand assets; work with third party vendors to create offline and online marketing material. Mentor and manage the design department and coordinate freelance resources.

ART DIRECTOR - MOLECULAR INC.

April 2003 - October 2006 Watertown, MA

Role: Design and implement intuitive user experiences for B2B, e-commerce, and marketing web sites, intranets, extranets, and portals. Work with Strategists, Information Architects and Engineers to design highly usable websites that enhance clients' business goals, improve customer conversion, and increase profitability. Create estimates and proposals for current and potential new clients.

Clients: TJ Maxx, Home Goods, PC Connection, Genzyme, Knights of Columbus, Bank of America, Morgan Stanley

ART DIRECTOR - LYCOS, INC.

October 2001 - March 2003 Waltham, MA

Role: Lead team of 7 designers to create Java and Flash based online games, websites, and marketing material to increase user retention, increase ad revenue, and maintain corporate partnerships.

Clients: Gamesville.com, Matchmaker.com, Lycos Kids Zone

DESIGN DIRECTOR - RAZORFISH, INC.

August 1998 - March 2001 Boston, MA

Role: Lead team of 30 visual designers in creating usable web sites and online applications, from the design of visual language systems to the implementation of final interfaces. Oversaw and directed the development of new brands & identity packages. With Information Architects and Developers, developed a concept-to-implementation process for creating new websites and improving the visual branding and usability of existing ones. Created pitch presentations, and was integrally involved in the sales process.

Clients: Pratt & Whitney, Hasbro, DuPont, Charles Schwab, PictureTel, Fidelity Investments, Legg Mason, Astra Zeneca, Into Networks, Gartner Group, Universal Underwriters Group, Boston University, SAP, State Street Bank, Deustch Bank, Fleet Bank, The Boston Red Sox, Nomar Garciaparra, Bradlees, MediaOne

INTERNET CONSULTANT / DESIGNER / CO-FOUNDER - MONKEYWRENCH, LLC.

July 1997 - Novebmer 2000 Lowell, MA

Role: Information Architect and Web Designer. Developed proposals and sales pitches.

Clients: Dannon Yogurt, Reid & Riege, P.C., First Marblehead, Corning Technology Ventures

PRODUCER / DESIGNER: THINK NEW IDEAS, INC.

August 1997 - August 1998 Waltham, MA

Clients: Gillette, Sony, Bank Boston, Braun, John Hancock, PictureTel

PRODUCER / PRODUCTION MANAGER: SNICKELWAYS INTERACTIVE

June 1996 - August 1997 New York, NY

Clients: Chase Manhattan Bank, Fruit of the Loom

PROJECT MANAGER / MULTIMEDIA DESIGNER: MUSIC PEN, INC.

October 1994 - June 1996 Lowell, MA

Clients: Discovery Channel, Microsoft

ANIMATOR / MULTIMEDIA DESIGNER: QUEUE, INC.

October 1993 - October 1994 Fairfield, CT