

Executive Creative Leader

Dynamic and visionary creative leader with a proven track record of delivering exceptional brand and creative direction with top-performing teams. Demonstrated history of steering stellar creative services, enabling organizations to reach target audiences through compelling and influential branding and design. Brand champion and trusted creative thought leader dedicated to ensuring consistency and cohesion across quality standards and internal cultures. Adept at leveraging innovative technologies, including AI integration, to optimize workflows and drive operational excellence.

Areas of Expertise

- Creative Direction & Leadership
- Brand Strategy & Execution
- Team & Division Management
- Digital & Print Production
- Cross-Functional Collaboration
- Client & Stakeholder Relations
- Project Management Optimization
- Creative Asset & Content Strategy
- Budget Management

Career Experience

New York University, New York, NY
Director, Print and Digital Design Production

2012 – Present

- **Creative Vision & Strategy:** Shaped and executed the creative vision across the NYU School of Professional Studies (NYU SPS), leading top-performing teams in creating world-class content.
- **Brand Consistency:** Safeguarded and strengthened NYU brand consistency, governing the full scope of brand guidelines, including color, font, layout, and design elements across all division design projects; served as the final authority on design approvals, ensuring optimal outcomes.
- **Team Leadership:** Directed a diverse team of creative experts—designers, writers, editors, freelancers, and interns—unifying them under a shared brand vision.
- **Talent Management:** Partnered with HR to define job roles, conduct interviews, and attract top talent; governed the entire employment lifecycle from interviewing and onboarding through termination, fostering a culture of excellence through hands-on development and clear communications.
- **Project Management:** Spearheaded the implementation of the Asana project management system, improving job request efficiency by **50%** and activating centralized communications, automated task assignments, and annual reporting.
- **AI Integration:** Pioneered AI adoption within the design team, integrating programs like ChatGPT, Grammarly, Pictory, and Adobe Firefly to optimize editorial and visual aspects across projects, build consistency across images, and streamline workflows.
- **Digital Accessibility:** Mastered digital accessibility in Adobe InDesign and Acrobat, achieving a **100% compliance rate**, ensuring PDF/UA (PDF/Universal Accessibility) compliance surpassing NYU's **Web Content Accessibility Guidelines (WCAG) 2.0 AA standards**; elevated work quality and efficiency with the adoption of Axe Monitor, AxesPDF, and CommonLook PDF.
- **Client Feedback Process:** Initiated a cloud-based PDF project submission process to streamline client feedback, eliminating version control issues and enabling feedback from multiple users, facilitating collaborative discussions and iterations.
- **Cost Savings & Efficiency:** Developed comprehensive content, style, and formatting templates, capturing over \$500K in annual cost savings through improved project efficiency and overall quality.
- **Brand Development:** Developed and controlled the NYU SPS 80th, 85th, and 90th Anniversary celebration brand and messaging, creating premium treatments and imagery to support the institution's world-class reputation.

O2 Marketing Communications, Inc., Brielle, NJ
Senior Art Director

2009 – 2011

- **Creative Content Production:** Helmed high-impact creative content production and management, building exceptional brand cohesiveness within client groups.
- **Marketing Campaigns:** Governed innovative marketing campaigns, online strategies, and branding standards, empowering success for high-profile clients through top-tier content and approaches.
- **Client Proposals:** Partnered directly with the President and Sales & Marketing team to shape creative, bid-winning proposals and pitches for top-name clients, including **Johnson & Johnson, Sanofi-Aventis, Pearson Education, Lockheed Martin, and Vonage**, capturing **\$10M in annual contracts**.
- **Online Strategies:** Built custom online strategies, defining SEO, social media, website metrics analysis, and online advertising approaches tailored to unique corporate goals.

- **Award-Winning Campaigns:** Produced an award-winning, multimillion-dollar direct mail campaign for **RoC Skincare** (Johnson & Johnson), leading the campaign from conception through execution; won multiple industry awards, including three JASPERs, two ASTRAs, two IMPACTs, and one ADCNJ award.
- **Branding Standards:** Established stringent, company-wide branding standards, forging unique logos, typeface usage, editorial styles, color schemes, and collateral for clients, including **Ideal Tile**, **For-Shore Weed Control**, and **The Garden State Film Festival**.
- **Website Redesign:** Comprehensively redesigned and rebuilt **Ideal Tile's** website, catalyzing a major rebrand; embedded tracking capabilities for over **10,000** warehouse items, dynamic multimedia content, social media integration, and a customized branch locator with bespoke SEO strategies.

Fiserv, Jersey City, NJ

2005 – 2009

Art Director

- **Team Leadership:** Directed a cross-functional team of in-house designers, vendors, and talent, leading market-captivating campaigns and collateral aligned with Fiserv's brand and messaging.
- **Product Launch:** Executed a major marketing campaign to empower the successful launch and growth of a leading product (APL) in the **\$1.7 trillion** retail managed accounts industry.
- **Promotional Branding:** Defined promotional branding, driving engagement and participation for numerous high-profile industry trade shows with resulting revenue growth of **\$200K**, client growth of **12%**, and client retention increase of **22%**.
- **Cost Reduction:** Initiated a tailored bidding process to cut vendor costs by up to **20%**.
- **Content Creation:** Authored quarterly reports, multimedia presentations, and flash presentations, supporting organization-wide engagement, client pitching, and investor relations.

Additional Experience

Senior Creative Consultant, DermSquared (formerly DermX Media), Remote

Freelance Graphic Designer, Nickelodeon, Remote

Senior Graphic Designer, Feury Image Group, Newark, NJ

Graphic Designer, ADC Telecommunications, Inc., Cranbury, NJ

Awards

Five-time winner of the Bronze UPCEA Marketing Award (The University Professional & Continuing Education Association); five-time winner of the Silver UPCEA Marketing Award; two-time winner of the Gold UPCEA Marketing Award; three-time winner of the Gold IMPACT Award (Business Marketing Association of New Jersey); six-time winner of the Gold JASPER Award (Jersey Shore Public Relations and Advertising Association); one-time winner of the Silver ADCNJ Award (Art Directors Club of New Jersey).

Proficiencies

Leadership Skills:	Accessibility Compliance; Branding and Identity Management; Concept Development and Innovation; Corporate Identity Strategy; Creative Direction and Vision; Strategic Creative Planning; Cross-Functional Team Collaboration; Digital Media Management; Digital Strategy Development; Integrated Marketing Communications; Management and Leadership; Marketing Communications Strategy; Project Management Excellence; Social Media Strategy
Industry Knowledge:	Brand Development and Execution; Brochure and Catalog Design; Content Management Systems (CMS); Copywriting and Content Creation; Desktop Publishing Software; Digital Printing Processes; Direct Mail Campaigns; Graphic Arts and Design; Image Manipulation Skills; Layout and Composition; Logo Design and Branding; Marketing Strategies; Offset Printing Techniques; Packaging Design and Development; PDF Accessibility Standards; Pre-Press Procedures; Preflight File Preparation; Production Management and Coordination; Publishing and Print Media; Typography and Font Management; Web Design and Development
Tools & Technologies:	Adobe Creative Suite (Acrobat, Dreamweaver, Illustrator, InCopy, InDesign, Photoshop); Adobe Firefly; Asana Project Management; AxesPDF; Axe Monitor; Canva Design Tool; CommonLook PDF; Exstream Dialogue; Figma Interface Design; Google (Docs, Sheets, Slides); Google Analytics; HTML and HTML5; Microsoft Office (Excel, Word, PowerPoint); Modern Campus Destiny One; Monday.com; Pictory; Wix Website Builder

Education & Industry Leadership

Master of Science in Graphic Communications Technology Management, Kean University

Bachelor of Fine Arts in Graphic Design, Old Dominion University

President, New Jersey Creative Professionals (NJCP)

Vice President, Jersey Shore PR & Advertising Association (JSPRAA)