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 917.724.9352

Creative cultivated in New York City, seasoned with travels, crafted from an education and experience that embodies the diversity of the city. Visual arts foundation and skills that enhance a complex design process. Understanding that unique stories can be told through unique concepts and visual language.

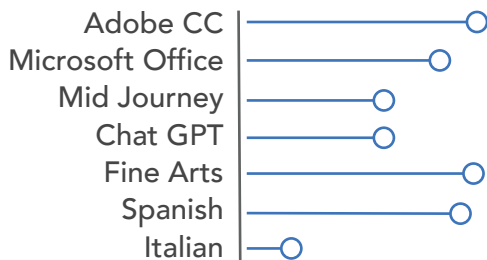
**25%** Art Direction    **10%** Marketing  
**20%** Branding        **25%** Manager  
**20%** Conceptual      **100%** Me

## EDUCATION

Purchase College State University  
Of New York, Purchase, N Y

B.F.A. Bachelor of Fine  
Arts in Art and Design,  
May 2005

## SKILLS



## ACTIVITIES

Fährt Moto lifestyle brand- CD/Founder  
Motorcycle Rider  
Baseball lover Mets Fan since 86  
Volleyball player for over 20 years  
Brand Advisor for Big City Volleyball

## EXPERIENCE

Area 23, Associated Creative Director Nov. 2025 - Present  
Group Art Supervisor Mar. 2021- Oct. 2025

- Managed and guided ADs on Shingrix, Bimzelx HCP, and Blenrep
- Help establish campaign from idea to finalization for Bimzelx
- Instrumental as Art lead for all assets necessary for launch of Bimelex, ICVA, website , leave behinds, emails and banners
- Developed unique Bimzelx activation at ACR convention

McCann Health, Sept. 2018 - Feb. 2021  
Freelance Group Art Supervisor

- Managed and guided Junior directors to ensure consistency on REYVOW brand throughout all tactics on DTC and HCP
- Worked on Brand development for a new drug REYVOW
- Worked on various concepts for REYVOW tactics for both DTC and HCP from beginning to current state.
- Worked on various branding explorations for new business

Saatchi & Saatchi Wellness , Dec. 2018 - Mar. 2019  
Freelance Art Supervisor

- Worked on Humira Complete Brand Book and Style guide
- Finalized completion of Skyrizi Welcome Kit tactic
- Worked on various photo select projects for new campaigns

Patients & Purpose, June. 2017 - June. 2018  
Freelance Senior Art Director

- Creative on various campaigns from clients Vertex, Aztra Zeneca, Abilify Mantena and Acthar
- Developed, produced, and implemented from concept to final product on micro-sites, printed materials, and branding
- Worked with account and copy to help properly execute all clients requests in the most efficient and effective way

Juice Press, Dec. 2014 - 2016  
Senior Visual Designer. Marketing

- Designed product labels for both bottled and packaged goods, corresponding with their unique brand identity
- Art directed various product photo-shoots, edited photos and created digital marketing materials
- Managed and redesigned in-store printed marketing materials. i.e. postcards, menus, and brochures

InteractiveOne/RadioOne/TvOne, Dec. 2013 - 2014  
Free-Lance Senior Art Director

- Led creation of brand identity and marketing materials for live events with Toni Braxton, Jennifer Hudson, and more
- Provided ongoing artistic direction and created front-end mock-ups proposals for clients like Disney, BET, Walmart