

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.

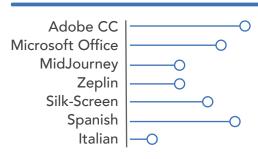
25%	Art Direction	10%	Marketing
20%	Branding	25%	Manager
20%	Conceptual	100%	Me

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 Motorcyle Rider

Dip-sters-Collective of Dominican creatives

Volleyball player for over 20 years Brand Advisor for Big City Volleyball

EXPERIENCE 🗅

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Area 23 , March. 2021 - Present Group Art Supervisor

- Managed and guided ADs on Shingrix and Bimzelx HCP
- Help establish campaign from idea to finialization for Bimzelx

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- Intrumental 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 - March. 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, 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

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