



My objective is to become a valuable part of a highly motivated, concept driven team, while achieving a distinguished career as an art director.

Experience

Art Director

Idealab! New Company Incubator & Think Tank

1999-Present

One man in-house design team for Idealab and its operating companies.

Applying comprehensive computer graphics expertise, repeatedly demonstrated ability to design creatively and effectively under tight deadline pressure while managing multiple projects simultaneously.

- Creating unique corporate identities for a diverse array of technology companies
- Producing all letterhead, business cards, folders, and website marketing
- Creating user interface designs and flows during development of web services and software products
- Creating online marketing ads for pop-uppers, banner ad campaigns and landing pages
- Art direction and management of outside vendors.
- Creating custom illustrations and diagrams as required
- Industrial design, packaging design, newspaper and magazine ads associated with Idealab projects
- Contributing weekly to new company idea generation



Senior Art Director

JWG Associates, Inc. Full-service advertising agency

1996- 1999

Working as a vital member of a creative team, conceptualized and designed projects such as corporate identities, logos, ad campaigns, brochures, flyers, posters, web pages and college recruitment collateral for a wide variety of recruitment and product clients

- Primary duties and responsibilities include execution of design projects (catalogs, collateral, posters, corporate identity for clients such as BayBanks, PowerSoft, MIT, Cigna, BlueShield, Cummings, Harris Corp.
- Served as design liaison between corporate office and branch offices
- Management of talent (photography, illustration, copywriting) throughout the duration of a project
- Liaison between client and manufacturer relating to matters concerning printing process, size, materials and deadlines

Designer

Ingalls Quinn & Jonhson Full-service advertising agency

1996- 1996

- Conception and implementation of several specialty pre-print sections, responsibilities included layout, design, and photography for clients such as CVS and TJMax.

Designer

Greenberg & Seronick & Partners Full-service advertising agency

1996- 1996

- Responsible for design & production of advertising campaigns. For clients MacTemps, MS and Protech.

Designer

Mass Financial Services Full-service advertising agency

1996- 1996

- Develop four-color marketing materials, sell sheets, ads, logos, and catalogs for print production work in a scheduled, deadline driven environment with experienced designers.
- Developed and launched a direct mail campaign to promote MFS new Web site www.mfs.com.

Designer

Cosmopulos, Crowley & Daly Inc. Full-service advertising agency

1995- 1996

- Responsible for design & production of multi-market print advertising campaigns and promotions for clients such as Stratton Mountain and MassPort.

Production/Designer

Austin Knight Inc. Full-service advertising agency

1994- 1995

- Conception and implementation of Human Resource Advertising, ERP's, and responsibilities included layout and design.

Education

New England School Of Art & Design

1991 - 1994

- Fine Art
- Graphic Design



*Print *Industrial Design *Logo Development *Rich Media
 *Direct Mail *Web Sites *Corporate Identity

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142 WINTER STREET BRIDGEWATER, MA 02324 phone. 617.792.3378 e-mail: look@mycardmywork.com