

PROFILE	Proven experience as design manager, leading strategy, creative development and implementation phases on large-scale projects. Strong communication and presentation skills with expertise in writing and editing. Expertise in creating online narratives for consumer brand extensions, focusing on meeting strategic objectives for increased interactivity.
EMPLOYMENT	<p>ESPN, Inc <i>Senior Designer, January 2007 - January 2008</i> <i>Lead Designer, 2001 - 2007</i></p> <p>Coordinated and created online promotional materials for Creative Services department. Developed junior design staff. Collaborated on corporate style guide and custom typeface for company-wide use. Led ESPN.com design projects with senior executives of sales and marketing teams, focusing on incorporating best practices in digital design into online campaigns and sales tools. Oversaw design strategy, creative development and final design solutions. Hired and supervised design staff, external design agencies and freelancers. Managed approvals with senior management and project budgets of \$100K +. Developed online brand extensions of three key brand campaigns for ESPN The Magazine and ESPN, Inc., increasing user interaction and campaign reach. Initiated design and implementation of new online registration interface for premium subscription product, resulting in 30% registration increase.</p> <p>Walt Disney Internet Group <i>Lead Designer, 2000 - 2001</i></p> <p>Managed online custom sponsorship programs across Disney verticals, including Disney.com, ABCNews.com and ESPN.com. Developed sales presentations and collateral materials. Managed internal design staff, freelancers, and vendors, standardizing procedures for design deliverables and approvals with senior management division-wide.</p> <p>myplay, inc. <i>Senior Designer, 2000</i></p> <p>Led the design process for online advertising, offline branding, and direct marketing campaigns. Worked with Business Development, Engineering, and Product groups to develop consistent marketing materials across all business units.</p> <p>Sony Online Entertainment, Inc. <i>Design Manager, 1998 - 2000</i></p> <p>Oversaw design of sponsorship campaigns and marketing collateral, managing resource allocation, workflow and monthly budgets of \$12K+ for agencies, printers, freelancers and design staff. Worked with Sony Pictures, Sony Electronics and Sony Music on promotional sites. Initiated staffing recommendations for in-house creative department.</p> <p>Random House, Inc. <i>Designer, 1997 - 1998</i></p> <p>Designed online promotional sites for Random House titles and imprints. Worked with imprint design staff to ensure design continuity online. Collaborated with Crown Publishing Group, Knopf, and Random House Children's Books.</p>
LEADERSHIP	<p>Board of Directors, Board Officer and Editorial Coordinator, AIGA New York Chapter <i>2006 - Present</i></p> <p>Chair, AIGA New York Fresh Dialogue 23 and AIGA New York Fresh Dialogue 24 <i>May 23, 2007, May 23, 2008</i></p> <p>Identified theme and selected speakers. Served as liaison with Princeton Architectural Press.</p> <p>Co-Chair, AIGA New York Chapter Education Conferences <i>November 19 2006, December 15, 2007</i></p> <p>Identified theme, moderator, speakers and venue for 200+ attendee events. Secured \$7,000 in sponsorship revenue.</p> <p>Co-Chair, AIGA New York Chapter Mentoring Program <i>2003 - 2006</i></p> <p>Directed programs for 50 mentor-student pairs with High School of Art & Design and New York Department of Education.</p>
PUBLICATIONS	<p><i>Designing Audiences</i>, AIGA Fresh Dialogue 8. Princeton Architectural Press, New York: 2008</p> <p>AIGA Fresh Dialogue 9. Princeton Architectural Press, New York: Spring 2009</p>
LECTURES	<p>Presenter, Design Management Conference, Institute for International Research, Santa Monica, CA</p> <p>Guest Lecturer, Information Design, Cooper Union for the Advancement of Science and Art, New York, NY</p> <p>Presenter, Design Management in Microenterprises, Icoagrada, Icsid & IFI Era 05: World Congress, Copenhagen, Denmark</p>
EDUCATION	<p>Pratt Institute, Brooklyn, NY Masters of Professional Studies in Design Management, Honors with Distinction, 2003 - 2005</p> <p>Wellesley College, Wellesley, MA BA with Double Major in Studio Art and Religion, Cum Laude with Honors, 1993 - 1997</p>
SOFTWARE	Photoshop, ImageReady, Flash, Illustrator, InDesign, ActionScript, HTML/XHTML, JavaScript, CSS, XML, BBEdit