

Profile

Innovative Creative Professional with over 15+ years of design, branding, & management experience in both the digital and traditional space.

Extensive fashion, retail, and mass market background.

Specialties

Branding & Identity
Web Design & Development
Mobile Design & Development
UI/UX Design
Ecommerce Strategy
Email Marketing & Segmentation
Direct Mail Marketing
Retail Marketing
Packaging (Luxury & Mass Market)
POP Design & Development
Advertising
Editorial/Catalog Design
Start-up Initiatives
Photoshoot Art Direction
Sourcing
Talent Scouting/Casting

Skills

Proficiency in Adobe Creative Suite programs: (i.e., Photoshop, InDesign, Illustrator, Dreamweaver)
WordPress Customization
HTML5, CSS3, jQuery, JavaScript fundamentals and capabilities

Education

Penn State University
BA in Graphic Design

EXPERIENCE

The Children's Place Digital Design Director | NJ 2011- present

Ecommerce Division

- Manage & oversee creative of the ecommerce design team for all online channels of: childrensplace.com, thechildrensplace.ca and m.childrensplace.com.
- Deliver compelling and engaging creative for website, emails, mobile and social applications.
- Conceive and create experience design solutions that fulfill long term strategic and short term tactical business objectives.
- Collaborate with cross-functional teams (Marketing, Merchandising, Copy, IT, etc) to ensure compelling online solutions and executions are met.
- Develop ways to drive store traffic, sales & conversion - which has resulted in double digit results year after year - representing 16% of total revenue in fiscal 2015.

SDMcreative Creative Director, Brand Consultant | NJ 2008-2011

Partial Client List

- Aerosoles, BareNecessities.com, Kaufmann de Suisse Jewelers, Incoco Cosmetics, Tsquared Apparel, The Children's Place, VIOLight Electronics and more.

Responsibilities Include

- Brand Identity, Web/Mobile Design and Development, Packaging Design and Development, POP Design, Email Marketing, Window/Instore Marketing, Corporate Collateral, Advertising and more.

The Children's Place Creative Director | NJ 2005-2008

Marketing/Corporate Division

- Managed a team of art directors, graphic designers, production artists, and copywriters within the marketing and creative services department.
- Oversaw all aspects of instore marketing, window/floorset displays, copy direction, and direct mail.
- Oversaw color correction of imagery to signing off on final production proofs and mechanicals.
- Teamed with key members of the visual and marketing department to strategize future seasons.
- Art directed photoshoots.

Shoe Division Launch

- Art directed and designed all aspects pertaining to launch of the companys shoe division: Accomplishments consisted of design and development of shoebox, labels, tissue paper insert, seasonal store front designs, instore marketing, direct mail marketing and advertising.
- Oversaw color correction of imagery to signing off on final production proofs and mechanicals.
- Worked hand in hand with both the visual and store design departments to create style guides.

Avon Design Consultant | NYC 2004

- Packaging design consultant for global skincare and haircare division.

Bourjois Paris Design Consultant | NYC 2004

- Visual marketing consultant for the US division. Work showcased at Sephora and other fine retailers.

Alloy Creative Director | NYC 2001-2004

- Conceptualized look and design of monthly teen clothing catalog.
- Art directed photoshoots, managed design and production department, approved and oversaw all printed matter from color correction to final proofs.
- Strategized arrangement and design layout of merchandise with buyers, stylists, merchandise planning and allocation departments.

Victoria's Secret Beauty Design Consultant | NYC 2001

- Packaging design consultant focused on launch of the PINK beauty line.

Scünci (Conair) Senior Art Director | Philadelphia 2000-2001

- Was responsible for all aspects of design in relation to POP and floor displays, wall graphics and signage for cosmetic and retail goods.
- Coordinated photoshoots, created packaging, advertising, marketing, and promotions for various fashion and beauty hair products.
- Interfaced with licensees (i.e. Seventeen and Cosmopolitan) to concept and create special lines of hair products, packaging, and instore POP displays.