

Profile

A **passionate individual** who is highly motivated and **results oriented. Inspired to think critically and creatively to solve problems** and provide compelling conceptual solutions. Design experience spans **multiple design disciplines** including print, web, broadcast design, branding and creative strategy. Effectively **communicate and collaborate** with colleagues and clients to manage and implement successful visual solutions. Accomplished **team leader and mentor** with proven success in project implementation from brainstorming to producing design briefs and conceptualization through project completion.

Professional Experience

Principal /
Creative Director

Brenner Creative | Framingham, MA | Jan. 2001 - present

Graphic design firm connecting strategy and visual communication to effectively execute solutions. Conceptual development and design of corporate identity, branding, print and web site design.

- :: Drive key initiatives through creative solutions
- :: Implement strategic and innovative thinking to solve problems
- :: Manage contractors to ensure completion of projects on time and on budget

Assistant Professor /
Graphic Design Faculty

New England Institute of Art | Brookline, MA | Jan. 2001-present

Effectively communicate, explain and demonstrate theories and practice of the graphic design profession to students of various levels and abilities.

- :: Take on the role of Creative Director to 200+ designers per year - critique and evaluate student assignments ensuring that the objectives of the project are met both strategically and creatively
- :: Develop curriculum, classroom procedures, assignments and lectures
- :: Branding Committee - As the client, participation included the hiring of the design firm, communicating direction of goals, significantly involved in the investigation process to form the creative brief and evaluation of final design as it pertained to goals set by the committee.

Technology Committee Chair:

- :: Provide a communication conduit between the administration and faculty about processes which affect classroom technology to foster an environment of understanding and collaboration.
- :: Organize and submit budget proposals for technology purchases totalling \$600,000.00+
- :: Work in partnership with the Dean of Academic Affairs, Director of Technology and faculty members to maintain a three year technology plan, submitted annually to the President

Art Director

BigBad, Inc. | Boston, MA. | Feb. 2000 - July 2001

Collaborated with internal project team (including strategist, information architect, technical lead and project manager) to determine strategic vision for interactive projects such as: web sites, online marketing, and e-commerce.

- :: Defined design direction and led design teams in the development of strong creative concepts that meet or exceed project goals delivering consistent and effective solutions
- :: Interacted with clients and presented design concepts to define visual strategy and explain how solution addressed the strategic vision
- :: Effectively managed multiple projects simultaneously, monitoring schedules and budgets

Design Director

WABU-TV, Channel 68 | Boston, MA | Mar. 1998 - May 1999

Responsible for design, and production of on-air graphics and show opens. Collaborated with producers to create conceptual ideas. Worked with editors to convey graphic concepts for finished product.

- :: Successfully worked in partnership with station management to re-brand and produce a contemporary, identifiable and effective presence in the Boston television market

Broadcast / Print Designer

KDFW-TV, Fox 4 | Dallas, TX | June 1996 - Feb. 1998

Designed and produced marketing and promotional print collateral. Designed and produced on-air news and promotional graphics. Assisted in re-branding of station three times in two years.

- :: Effectively worked in a fast-paced/detail orientated environment while consistently meeting deadlines
- :: Managed print buying and directed photo shoots

Environmental Graphic Designer

Hellmuth, Obata, & Kassabaum, Inc. (HOK) | Dallas, TX | June 1994 - June 1996

Graphic Designer

May & Co | Dallas, TX | Sept. 1992 - June 1994

Freelance Design Positions

The MathWorks | Natick, MA | May. 2007 - present

Design and produce graphics for conference materials

- :: Collaborate with Art Director to coordinate and produce numerous materials for large scale conferences.
- :: Establish and apply brand to all materials to establish a cohesive identity for the conferences.

WB-56, WCVB-TV, WHDH-TV, WBZ-TV | Boston, MA | Jan. 2000 - Mar. 2005

Designed and produced graphics for nightly newscast, specials and promotional spots.

- :: Collaborated with news producers and reporters to ensure complete and accurate graphics

Wave Design Works | Boston, MA | July 1999 - Jan. 2000

Provided concept development and design for a variety of media, including identity, publication and collateral design.

- :: Teamed with Creative Director to develop successful solutions for client's objectives

Education

Master of Arts, Summa cum laude, Critical and Creative Thinking

University of Massachusetts, Boston, MA, May 2005

Thesis: "Collaborative Insight: Fostering Communication between Designers and Their Clients"

Areas of concentration: Negotiation, Dialogue Process, Collaboration & Organizational Change, Cognitive Psychology, Problem Based Learning, Evaluation of Educational Change

Certificate, Web Production and Management

Emerson College, Boston, MA, December 1999

Bachelor of Fine Arts, Summa cum laude, Graphic Design

The Ringling School of Art and Design, Sarasota, FL, May 1992

Skills

- :: Proficient with both Mac and PC - Photoshop, Illustrator, Quark, In-Design, Dreamweaver, Microsoft Word and Powerpoint
- :: Familiar with Flash, HTML
- :: Working knowledge of all aspects of photography from studio lighting to photo direction

Professional Affiliations

The Design Management Institute (DMI)

American Institute of Graphic Design (AIGA)

Downtown Women's Club (DWC)

The Ad Club