

Education

M.A., Summa cum laude, Critical and Creative Thinking
University of Massachusetts, Boston, MA., May 2005

Thesis: “Collaborative Insight: Fostering Communication between Designers and Their Clients”
Thesis Committee: Peter J. Taylor, Michael Novak,
Florian Altman, Michael McPherson, Andrew Maydoney

Areas of Concentration: Creative Thinking, Critical Thinking, Cognitive Psychology, Negotiation, Dialogue
Process, Creative Thinking, Collaboration & Organizational Change, Problem Based Learning, Evaluation of
Educational Change

B.F.A with Honors., Graphic Design
The Ringling School of Art and Design, Sarasota, FL., May 1992

Web Production and Management Certificate
Emerson College, Boston, MA., December 1999

Professional Associations

The Ad Club
The Design Management Institute (DMI)
American Institute of Graphic Design (AIGA)
Downtown Women’s Club (DWC)

Teaching Experience

Assistant Professor
Sept. 2005 - present

Full-Time Faculty
Sept. 2001 - Sept. 2005

Adjunct Faculty
Jan. 2001 - Sept 2001

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

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

- Oversee five adjunct graphic design faculty. Responsibilities include: Review syllabi/coursework and facilitate meetings to ensure syllabi and assignments are consistent with the objectives and outcomes of the intended course goals. Outcomes of the meetings resulted in more clearly defined goals and harmonized teaching.
- Review and implement new coursework, program policies and procedures to enhance the growth of the graphic design department
- Supervise/art direct and mentor approximately 80 students per semester offering guidance with assignments and ensuring that the objectives of the project are met both strategically and creatively
- Develop current and future curriculum and syllabi
- Serve as an academic advisor to 40 students
- Advisor to the Graphic Design Club - Responsible for bringing in speakers, arranging studio tours in addition to museum trips. Manage yearly budget.
- Assist with reviewing courses for approval of transfer credits
- Serve on Admissions Committee and Branding Committee
- Demonstrate excellence with classroom management and organizational skills
- Developed an outstanding reputation and rapport with students from a wide range of backgrounds directly resulting in student success and persistence
- Have secured relationships within the graphic design industry directly resulting in students obtaining internships and full-time employment

Courses Taught:

Fundamentals of Design - An exploration of the basic principles of design and an introduction into the creative process. The basic elements and principles of design are stressed. The assignments are geared to further develop an understanding of composition, typography and color and the relationships that each has toward one another.

Concept Development - An emphasis on the conceptualization process of design and solving a given problem. Students learn to use creative problem solving and research techniques to analyze, brainstorm and identify problems for idea refinement. Emphasis placed on the development process using brainstorming and thumbnails.

Typography 1 - An introduction to the history of and foundation of letterforms, placement of display and text type and the relationship between the appearance and readability of letterforms. Emphasis is placed on the elements and principles of design as they relate to the use of type. Students work in traditional context of hand rendering type initially with further exploration of using type on the computer.

Adobe Photoshop - An introduction to photo-retouching, image-manipulation and the creation of original artwork. Proper use of scanning methods, color adjustment and special effects using filters are stressed.

Production Processes - A study of the history of printing, printing processes, pre-press, press and paper. Students achieve an understanding of the various processes by preparing design projects for reproduction in addition to observation of the field. Paper knowledge, 1, 2, 3 and 4 color process and spot printing are learned.

Advanced Design - This course explores various means of placing and manipulating visual elements as a part of a branding strategy. Systematic page design development emphasizing strong and creative layout solutions by means of a cumulative, conceptual design process is stressed. The ability to effectively integrate photographs, illustrations and display and text type will be developed using various forms of software.

Art Direction - Working in teams, students learn how to work with various members of a group to develop conceptual campaigns. Clear and creative layout solutions along with image placement and manipulation are stressed to aid in comprehensive communication. The ability to effectively integrate photographs, illustrations, display and text type will be developed using various forms of software.

Professional Experience

**Principal/
Creative Director**

Brenner Creative • Framingham, MA • Jan. 2001 - present
Graphic design firm connecting strategy and design to effectively execute solutions. Services include branding, corporate identity, strategy, print/web design.

- Develop and maintain client relationships/activities leading to company success
- Strategize, manage, conceptualize and design client's vision into a strong and appropriate visual presence
- Integrate the delivery of client's message across multiple mediums
- Manage contractors on projects to ensure completion on time and on budget
- Develop and maintain client base. Clients include Molta Media, Garth Brooks Teammates for Kids, L'Espirit, Combined Jewish Philanthropies, Hirsch Hills Management Consulting..

**News Designer
Freelance**

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

**Art Director
Sept. 2000 - July 2001**

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 lead 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

**Graphic Designer
Freelance**

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

Design Director

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

Solely 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 initiate and produce a contemporary, identifiable and effective presence in the Boston television market
- Managed multiple projects to ensure completion of scheduled deadlines

Print/News Designer

KDFW-TV, Fox 4 • Dallas, TX • June 1996 - Feb. 1999

Designed and produced all promotional print collateral. Designed and produced on-air news and promotional graphics.

- Effectively worked in a fast-paced/detail orientated environment while consistently meeting deadlines
- Managed print buying and directed photo shoots
- Mentored and trained junior level designers

Environmental/Print Designer

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

Conceptualized and designed environmental graphics, signage and wayfinding systems.

- Designed and produced print and interactive multimedia presentations for marketing purposes
- Collaborated with project architects, management and contractors to ensure project completion

Print Designer

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

Designed, produced and managed large accounts handling time sensitive projects.

- Developed corporate identity and collateral
- Oversaw print production collaborating with printers and paper companies

Skills

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

**Personal Affiliations/
Volunteer Work**

Board Member - Jewish Women's Mentoring Network - 2003-2005