

## PROFILE

Effective and positive team player known for contributing effective creative solutions as well as technical ability. Able to give and embrace constructive criticism while working in a team environment towards a common goal.

Effective listener/communicator and fast diligent learner hungry for knowledge.

Detail oriented designer that embraces good design theory and ethics in order to maximize the effectiveness of a final product.

Productive worker under pressure and highly motivated.

## TECHNICAL SKILLS

Adobe Photoshop	Adobe Dreamweaver	QuarkXpress	MS Word
Adobe Illustrator	Adobe Flash (novice)	MS PowerPoint	Fetch FTP
Adobe InDesign	Corel Draw	MS Publisher	Windows/Mac
Adobe Acrobat	Suitcase Font Manager	MS Excel	Onyx

## EXPERIENCE

Creative Director Mar. 2011 - May 2017  
iPlay America, Freehold, NJ

- Provide creative leadership and direction to the creative team, overseeing multiple design projects and direct all phases of creative work from concept through completion by way of internal and/or external designers.
- Set direction and lead design of on-brand, forward-thinking creative solutions across all media (online, email, print, mobile) to meet business objectives.
- Lead creative sessions, brainstorming sessions, and initial direction for project kickoffs. Work with the team's project manager to assign projects and timelines.
- Drive creative direction for the brand and implement a consistent brand style in all deliverables.
- Project manager of media that was purchase and procure throughout the calendar year – working collaboratively with media partners to insure on time delivery and execution.
- Track and provide ROI analysis of all our Media buys.

Graphic Designer Sept. 2004 - Jan. 2010  
Riverside Image, Holmdel, NJ

- Designed sales materials, direct marketing, corporate branding, and print advertisements.
- Created and printed large format designs. (posters, trade-show booths, banners, and murals)
- Prepared digital files from client and vendor files. (digital pre-press)
- Photographic editing, retouching, and color correction.
- Worked with clients to create custom promotional designs. (mailers, brochures, and flyers)
- Maintained company network, computers, laminator, and large format printers.

## EDUCATION

Bachelor of Arts in Health and Physical Education  
Kean University, Union, NJ, 07083  
Graduated May, 2010

Associate of Arts in Education  
Brookdale Community College, Lincroft, NJ, 07738  
Graduated December, 2007

Adobe Certification in Graphic Arts and Design  
Brick Computer Science Institute, Brick, NJ, 08723  
Graduated January, 2004