

## About

Award-winning creative art director servicing the music, retail, advertising and event industries

Extensive knowledge and proven ability in critical visual design, managing and producing high quality content, resulting in increased revenue, business growth and elevated customer and user experience

## Education

BFA • Graphic Design/  
Film and Television

The School of Visual Arts  
New York, NY

Interior Decorating  
Certification

Penn Foster  
Scottsdale, AZ

## Awards

Outstanding Achievement in  
Production Design  
Vision Fest 2015, Tribeca NY

Best of Thumbtack  
Graphic Design  
2015, 2016, 2017  
Thumbtack.com

## Skills

Proficient in

Adobe Creative Suite  
MS Word  
MS Excel  
Powerpoint  
Pre-Press  
Photo retouching  
Sound production

Music Coach

The Sopranos, HBO  
Seasons 3 & 5

Fluent in Italian

## Experience

**Macy's Inc. • New York, NY**

*Manager of Visual Design and Merchandising*

*Lease & New Business Initiatives, Promotions, and In-Store Music*

March, 2017 – July 2020

- Collaborated with graphic design team, visual merchandising and marketing partners to conceptualize and design storewide graphics, driving customer engagement in over 500 Macy's locations.
- Rebranded Macy's Backstage locations, which continue to outperform main stores by 7%.
- Managed The Market at Macy's pop-up collaboration with Facebook, showcasing over 150 boutique brands, generating national press and immersive user experience.
- Led the annual Super Bowl campaign, increasing sales goals consecutively for 3 years.
- Managed quoting and production aspects with external vendors to stay within allocated budgets.
- Created visual directives and communications for in-store visual managers.
- Collaborated with Mood Media and iHeart Radio on in-store music programming, resulting in positive feedback and an elevated customer experience.

**Resource and Event Management • New York, NY**

*Creative Director - Contractor*

November 2015 – November 2016

- Managed projects from initial design concept through production including invitation packages, event programs, signage, advertising and UX for major fund-raising events and galas.
- Events raised over 10 million dollars for clients including QVC presents "FFANY Shoes on Sale," NY Giants Coach Tom Coughlin's J-Fund, The Nature Conservancy, and Sesame Workshop.

**Tipton & Maglione • Manhasset, NY**

*Senior Art Director*

August, 2013 – March 2015

- Led design team to conceptualize, design and produce marketing materials including packaging, point-of-sales materials, brochures, advertising materials, in-store and trade show collateral, Powerpoint presentations, product design, UX, UI, websites and social media assets.
- Attended and participated in client pitch meetings with Creative Director, landing new clients and campaigns, including Canon, Thompson Water Seal, Paesana, Banfi Wines, AAA and Moosehead Beer.
- Reduced art costs by 20% managing in-house photo sessions and re-touching product photos.

**Broadcast Music Inc. (BMI) • New York, NY**

*Senior Freelance Graphic Designer*

June, 2000 – November 2015

- Designed press and marketing collateral for BMI artists and events including CD and album design, posters, brochures, web and social media assets, merchandise, apparel, advertisement materials, logos, direct mail, B2B and annual reports.
- Work featured in national publications and events, including The Grammy Awards, The American Music Awards, Tony Awards, Country Music Awards, The Oscars, Comic-Con, MIDEM, and SXSW.

## Additional Relevant Experience

**Girls Rising Music Festival • Sea Cliff, NY**

*Production Designer • May 2015 – Present (Freelance)*

- Manage stage design, merchandise design, and all print and social marketing materials for annual music festival, which grew from 500 attendees in 2015 to an audience of over 5,000.

**Alto (Feature Film) • New York, NY**

*Production Designer • March, 2014 – May 2015*

- Managed production design, graphics and set decoration.