



## Profile

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I'm a highly creative and multi-talented Designer with extensive experience in both traditional and interactive expertise. Crafting new emerging brands as well as established household names for many Madison Avenue and Los Angeles agencies, such as O&M, Y&R, Landor, Grey, and The Food Group. I've developed brands for Westrock, Honda, Mattel, Disney, FOX, Proctor & Gamble, 3M, Sony, Universal Studios, Warner Bros., Nestlé, Precision Dynamics International, and more.

Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining partnerships. Passionate and inventive creator of innovative brand strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

At WestRock I was the Lead Senior Designer for 8 years. When I started I was placed on the Nestlé account as a senior designer. In 6 months I became the lead. Managing 2 designers and worked with 4 engineers. We created and developed POPAI Award-winning displays. Collaborating with Sales and my team we took the account from 13 million a year to 36 million.

## Education

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Borough of Manhattan Community College  
CETA Program of Graphic Design  
New York, 1982  
Certificate / Graphic Design  
Hired at Y&R as a Junior Graphic Designer

## Creative Experience

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### Recent:

Creative Director, Lab Instructor and Consultant at The Writers Room 5050. [writersroom5050.com](http://writersroom5050.com)

Designed and developed training presentation deck for *Precision Dynamics - Field Training Academy*.

Developed and designed website Field Training Gaming Tool for *Precision Dynamics International*.

Developed and designed intranet dealership management tool for *Nissan*.

Consulting & identity design for *The Writers Room 5050*.

Developed and design pitch & deck for a series pick up by *MGM Studios*. (Deck available to show privately)

Designed the deck for *New Netflix Series* debuting this summer. (Deck available to show privately)

2000 to 2020 *Digital-Reign*

Creative Director, Creative Consultant

2007 to 2015 Lead Senior Designer for *Nestlé | WestRock*

2005 to 2006 Package Designer | *Mattel, Inc. Boys Packaging Dept.*

2003 to 2004 Sr. Designer,  
Packaging Design Specialist | *Disney*

Fiorello H. La Guardia School of Music & Art and Performing Arts - New York, 1977

Diploma / Graphic Design and Fine Arts

Honors in Creative Arts Achievement

Awarded Apprenticeship at Photo Lettering, Inc.

Mentored in Typography

Ray Cruz – 1992 to 1995 – Integrated Imaging Center / NYC

## Design Skills

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Concept & Brand Development, UI/UX Design, Package Design, 3d Rendering, Typography, Brand Identity, Layout Design, Poster Design, Fashion Design, Promotional Design, Interactive Design, Web Design, Photo-Retouching, Pre-Press Production

## Software Skills

Photoshop, Illustrator, InDesign, Acrobat, Sketch, Strata Design 3D, Microsoft Office: Word & PowerPoint, Apple: Pages & Keynote • PC & Mac Platforms