

profile

10 years experience interactive work  
 4 years agency experience  
 3 years departmental management experience  
 Formally trained in graphic design  
 Excellent written, verbal, and presentation skills

experience

- CREATIVE SERVICES DIRECTOR** Audubon Nature Institute, New Orleans 2/2002 - present  
 - responsible for complete site design, development, and maintenance of www.AudubonInstitute.org  
 - design and implement secure e-commerce solutions for membership, ticket sales, and gift shop  
 - plan, develop, and execute direct marketing campaigns via affinity email newsletters  
 - strategize all online initiatives, advocacy campaigns, viral marketing, and cross-marketing efforts  
 - develop on and off-line presentations and on-site interactive kiosks
- WEB DESIGNER AND DEVELOPER, Freelance** 2001 - 2002  
 includes clients such as: Holiday Inn Wall Street, Spectrum Cycles, The New Yorker Magazine, Premisys Inc., Xlyt, REVdigital, Fanlink Networks, Mondavi Center for the Performing Arts, University of California at Davis, Partiline International, Digital Innovations Group, Twyla Tharp
- WEB STRATEGIST, Freelance** Kirschenbaum, Bond, and Partners, NYC 1/2001 - 2/2001  
 - conceptualize eCRM strategy and articulate via briefs, graphical presentations and user-flows  
 - define multi-channel marketing strategies
- DIRECTOR of USER EXPERIENCE, Freelance** Entransit, NYC 11/2000 - 12/2000  
 - develop end-use applications and create application information architecture schematics  
 - define user experience via behavior modelling, task flows, and interface design
- SENIOR CONSULTANT** Xceed, Global Consulting Group, NYC 5/2000 - 9/2000  
 - founder of Xceed's Emerging Solutions Group  
 - direct Xceed's global strategies and service offerings for wireless and broadband media  
 - consult on client engagements and proposals for cutting-edge technology solutions  
 - lead team of 4 Consultants and answer directly to CTO
- SENIOR CREATIVE DIRECTOR** Xceed, NYC 9/1998 - 4/2000  
 - represent the Xceed Creative Department to clients and partners  
 - direct brand strategy, design, site architecture, functionality, content  
 - lead, train, and manage team of 8 Creative Directors  
 - define Xceed's production and development process
- ART DIRECTOR** Mercury Seven Interactive, NYC 1/1997 - 9/1998  
 - founding member of Mercury Seven  
 - establish design standards and practices for M7's Art Department  
 - hire, train, supervise, and manage a team of 20 designers  
 - create initial designs and oversee graphic production of client work
- SENIOR DESIGNER** the Buoyant Company, NYC 4/1996 - 12/1996  
 - establish cohesive site architecture and brand message  
 - lead project teams of production artists  
 - create original site designs, illustrations, logos, and styleguides
- ART DIRECTOR** Trinity Point Multimedia, NYC 10/1994 - 2/1995  
 - founding member of Trinity Point Multimedia  
 - establish site architectures and lead vision for visual design of interactive interfaces
- DESIGNER** Big Pink, Inc. 7/1994 - 9/1994  
 Flood Entertainment, NYC 3/1994 - 5/1994  
 - create layouts, logos, artwork and animation for CD-Rom and print

skill

*Mac and PC Software:* Audition, Audacity, BBEdit, Cleaner, Director, DreamWeaver, Excel, Final Cut Pro, Flash, Illustrator, Image Ready, In-Design, Microsoft Office, Photoshop, Power Point, Quark Xpress, etc. etc.  
 HTML, DHTML, PHP, XML, WML, Javascript, Actionscript

edu

- NYU, Tisch School Of The Arts, NYC BFA Film & Animation Major, University Scholar 1990 - 1993  
 Pilchuck Art Institute, Stanwood, WA Studio Arts 1990 - 1991  
 Tulane University, New Orleans, LA Studio Arts and Theatre 1988 - 1990