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OBJECTIVE To join a creative team committed to evolving the boundaries of interactive experience.

EXPERIENCE

- 6.2007- Present **AVENUE A | RAZORFISH** *Associate Creative Director*
Help to pioneer the new Ad Group at Razorfish/NY Office – the first of its kind for this global company. Work to shape a team of interactive rockstars, build new business, and push the creative edge of existing clients. Managed a lean, nimble team across all interactive work for Starwood Hotels. Manage and present all creative for Sheraton Hotels, including development of two boundary-pushing campaigns: the first featuring multi-user technology across all banners and website; the second employing multiple video shoots and fully-integrated front/back-end technology to create a website geared toward user-submitted video/webcam content. Lead the interactive portion of a major re-brand for Westin Hotels, successfully resulting in a quadrupled budget for interactive media in 2008. Create a series of unique, branded video content for Maybelline by directing and editing several large-scale video shoots.
Clients. *Maybelline, Sheraton Hotels, Westin Hotels, Pangea*
- 5.2006- 6.2007 **CRISPIN PORTER + BOGUSKY** *Interactive Art Director*
Provide concept and art direction for the entire site redesign of vw.com, from initial ID through final build. Develop the navigational prototype for the new vw.com – the strategic focal point of the site experience. Create style guides that maintain brand integrity across a team of designers and vendors. Partner with production team to develop concepts and design explorations for motion, sound, and interactive elements. Create unique rich-media online experiences for Burger King campaigns by directing and editing several web-specific video shoots. Daily responsibilities include partnering with offline teams across all accounts to create fully integrated campaigns. Scope of work consists of conceiving/storyboarding, layout, typography, iconography, and interaction design across a wide breadth of projects ranging from 3-D/video banners to microsites to corporate websites.
Clients. *Volkswagen, Burger King, Virgin Airways, Ask.com, Sprite, PDFA*
- 5.2004- 5.2006 **TBWA\CHIAT\DAY\TEQUILA** *Interactive Art Director*
Utilized a dual background in programming & design across the entire creative process: from strategy/concept, to design exploration, and through production. Developed a close relationship with clients to understand strategic business objectives, and presented all aspects of work from pitch to final build. Managed and mentored a team of junior designers and flash developers. Played a key role in the highly successful Sprint/Nextel merger by creating rich-media solutions for an integrated campaign. Lead the interactive component of the first fully-integrated re-branding of Absolut Vodka in 25 years, creating an online program that pioneered new media technologies such as video/GPS-enhanced banners, a drink-and-dial online community, and a wiki-style website.
Clients. *Absolut, Sprint/Nextel, Nivea, Lowes, Stonyfield*
- 6.2003- 5.2004 **TBWA\CHIAT\DAY\TEQUILA** *Interactive Designer/Developer*
Established Object Oriented Programming (OOP) workshops to educate and instill best-practices amongst a team of developers. Worked closely with Account Managers, Project Managers, Designers, and vendors to ensure a final delivery that surpassed client expectations within time and budget constraints. Daily responsibilities included storyboarding, design, animation, D/HTML, and advanced Actionscript.
Clients. *Nextel, Absolut, Embassy Suites, Tom Tom Navigation, Samsonite*
- 4.2003- 6.2003 **DEUTSCH** *Designer & Flash Developer*
Assisted Art Directors in breathing life into storyboards via animation, actionscript, and sound/motion design. Member of the designer team that created the successful pitch to re-brand Monster.com across all online channels such as emails, banners, microsites, and direct-mail programs.
Clients. *Monster, Subway, Bank of America*
- 9.2001-2.2003 **NYU TECHNOLOGY CENTER** *New Media Specialist*
Chief educator of new media concepts to all University faculty. Organized and led digital media training workshops, and developed specialized instructional & research-based web projects in collaboration with graduate students. Provided IA, design, and flash development for our website. Daily responsibilities included working expertise in Java, Javascript, Coldfusion, Actionscript, HTML, video editing, and web design.

RECOGNITION

- 2007 **Cannes Cyber Lion - Gold** *VW Blank Like A Rabbit*
- 2007 **Clio - Shortlist** *BK HuckinChicken.com*
- 2007 **One Show Interactive - Shortlist** *VW Blank Like A Rabbit*
- 2007 **One Show Interactive - Shortlist** *VW Caraoke*
- 2007 **One Show Interactive - Shortlist** *BK Angus*
- 2007 **Webbys - Winner** *VW Blank Like A Rabbit*
- 2007 **Kellys - Finalist** *VW Pill Campaign*
- 2006 **Food and Beverage - Finalist** *Absolut Scramble*
- 2006 **Food and Beverage - Finalist** *Absolut Snug*
- 2006 **Food and Beverage - Finalist** *Absolut Apeach*
- 2005 **One Show Interactive - Merit** *Absolut Raspberri*
- 2004 **One Show Interactive - Merit** *Absolut Wonder*

SEMINARS

- 2007 **Flash In The Can** *Winnipeg*
- 2005 **Flash Forward** *San Francisco*
- 2005 **Flash In The Can** *Toronto*
- 2004 **Flash Forward** *New York*

DIGITAL SKILLS Photoshop, Illustrator, InDesign, ImageReady, Flash, Dreamweaver, Swift, Quark, Final Cut Pro, XML, D/HTML, PHP, Proce55ing, Microsoft Office

EDUCATION

- 2002 **New York University** *B.A. Computer Science and Photography*
Cum Laude