

**design capabilities**

prepared to create effective design solutions for print advertising, direct mail, editorial design, corporate and brand identity packages, basic html and flash web design. art direct projects from client meeting to concept and realization. proficient in prepress preflight, photography and digital image processing for print and web.

**work experience**

sep 2007 – present

**Sherri May & Company, Phoenix, AZ / art director**

oversee and direct small team of designers. produce internal marketing materials and direct mail advertising for national financial clients. concept new marketing strategies and work with team to deliver effective communication materials. train designers on new software applications and keep team current with advertising trends.

oct 2004 – sep 2007

**Applied Creative, Inc, Scottsdale, AZ / senior graphic designer**

responsible for creation of direct-mail advertising, brand identity, website design and development, promotional materials and all other printed collateral for local and national clients. other responsibilities include copywriting, press-checking and working directly with clients to ensure accurate and effective results.

mar 2003 – jul 2004

**Equinox Fitness Clubs, NY, NY / graphic designer**

instrumental part of in-house design/marketing team working with a broad range of media to promote national luxury brand. projects include direct-mail, html email advertising, interior and exterior club signage, brand identity, UI development, packaging, and all other printed collateral for club operations and promotion for 22 health clubs nationwide. other duties include hiring and managing art department interns, and working closely with the creative director to establish brand identity for the *E* training facility at Columbus Circle.

jun 2001 – nov 2002

**Marsh Media, Ltd, St. James, NY / graphic designer**

responsible for concept, design and production in these disciplines: corporate design and identity, editorial design, logos, web site design, web site banner advertising, print advertising, brochures, newsletters, manuals, postcards, posters, forms, direct mail.

nov 2000 – jun 2001

**The Microsurgery Advanced Design Laboratory (MADlab)****at the Johns Hopkins Hospital, Baltimore, MD / MADmedia department, intern**

worked with video editing, web design and photography. collaborated with doctors to document research results.

summer 2000

**Surproduction s.a.s., Florence, Italy / graphic and motion graphics designer, intern**

experience with production and post-production for video, including graphic design and motion graphics. tasks included videography and titling as well as communication with clients and traveling. works assisted with include an installation for the Venice Biennial of Architecture titled *Citta` Third Millennium, EUR: Floating Space*, a video documentary for the Centro Congressi d'Italia by architect Massimiliano Fuksas, and two program identities for the Italian television station TMC2 titled *Viruzz* and *Surfing*.

**education****The Maryland Institute College of Art, Baltimore, MD, B.F.A. in general fine arts, May 2001**

studies included graphic and multimedia design, video, photography, painting, drawing and printmaking.

**Studio Art Centers International, Florence, Italy**

attended school in Italy for four months. established contacts and studied design culture by working with a local production company. obtained fluency in Italian language.

**software proficiency**

Adobe CS3, Final Cut Pro, Microsoft Office, QuarkXpress

**other skills****video** Mini DV camera operation, digital non-linear editing, motion graphic effects**photography** digital photography and photo retouching, 35mm camera operation, b/w processing and printing**art media** oils, acrylics, monoprinting, screenprinting, entaglio, lithography, wood, mixed media