

education

ART CENTER COLLEGE OF DESIGN, B.F.A. ADVERTISING, 2002 WITH HONORS
(ADDITIONAL COURSEWORK IN WEB DESIGN AND DEVELOPMENT)

MARSHALL SCHOOL OF BUSINESS, UNIVERSITY OF SOUTHERN CALIFORNIA, B.S. BUSINESS ADMINISTRATION, 1996
(WITH EMPHASES IN MARKETING AND BUSINESS COMMUNICATION)

experience

- >> SR ART DIRECTOR, RUSS REID COMPANY (JULY 2005 - PRESENT)
Responsible for results driven concept development, art direction and design for major national and international non-profit organizations. Clients include:
 - World Vision, U.S. and Canada
 - Best Friends Animal Society
 - Covenant House
 - Habitat for Humanity International
 - Operation Smile
 - The Planetary Society

- >> FREELANCE ART DIRECTOR (2000 - PRESENT)
Clients include:
 - David A. Abel Colloquium / USC Bedrosian Center on Governance
Developed conceptual graphics for inaugural event on the topic of "Governance in the Age of MySpace.com," including event poster, program and other collateral.
 - Women's Cancer Research Institute of Cedars-Sinai Medical Center
Eden magazine art director. Responsible for photography, design, layout and production management of a 24-page magazine for internationally reknown cancer research institute.
 - Meguiar's Car Wax (2005)
Developed brand guidelines for one of the largest surface care brands worldwide to be used for their national and international affiliates.
 - Society of Gynecologic Oncologists (2004 / 05)
Developed strategic messaging for national professional organization; art directed and designed core collateral materials for 2006 conference.
 - Lake Avenue Church (2004 / 05)
Conceptualized, designed and produced fundraising incentive giveaway during the 2004 Christmas season; art directed photoshoot. Strategized messaging and designed logo for LAC's Warehouse ministry focused on reaching young professionals.
 - National Academy of Sports Medicine (2004)
Art directed and designed print advertisements and collateral materials.
 - Elect2Think.com (2004)
Co-founded and conceptualized a grassroots get out the vote campaign utilizing stickers on dollar bills distributed through retail stores and community organizing. Initiative was featured on CNN Headline News, Fox, *Hoy* and *La Opinion*.

- >> ART DIRECTOR, PASSION MARKETING FOR ISSUES + CAUSES (DECEMBER 2002 - SEPTEMBER 2004)
Oversaw and managed all client projects from conception to production. Increased and maintained high standards of design and strategic communication for all clients, as well as for Passion Marketing. Broadened client base for agency through breakthrough concepts and compelling design. Actively participated in new client cultivation. Managed freelance and staff design team. Accounts included:

Cedars-Sinai Medical Center

Conceptualized and produced fundraising materials including: *.DOCS*, a magazine featuring CSMC research breakthroughs; *Catalyst*, a restructured and redesigned donor recognition quarterly magazine; Casestatement; Planned Giving direct mail program; Grateful Patients program. In addition to elevating the CSMC brand profile, over \$3 million in new revenue has been generated over the last two years as a direct result of these materials.

Women's Cancer Research Institute

Developed an overall branding and identity system that included a quarterly magazine, proposed cancer patient focused product line, educational programs and website.

Lambi Fund of Haiti

Strategic positioning, messaging, design and photography for grassroots democracy building organization that works with rural farmers in Haiti. Casestatement and fundraising collateral development for fundraising efforts in the U.S.

New Voters Project

Developed strategic branding and identity system for D.C. based Public Interest Research Group's voter registration drive focused on 18-24 year olds in key swing states.

Hands On Network

Renaming, logo design and identity system for international urban volunteer network and its affiliates. Corporate partnership ideation and strategy. Rebranding programming has resulted in a stronger presence and voice for this national organization, bringing its level of prestige and value up to par with other groups such as Habitat for Humanity and United Way.

teaching experience

INSTRUCTOR, CAL POLY POMONA (2004-2005)

Graphics design instructor to 3rd and 4th year design students. Developed projects for students with little or no design background. Introduced them to the creative process, design principles, and guided them through successful design solutions.

additional experience

PROFESSIONAL REPRESENTATIVE, MERCK & CO., INC. (1998 - 1999)

TRAFFIC MANAGER/JR. CREATIVE, GARY WEXLER & ASSOCIATES (1997 - 1998)

MARKETING INTERN, DISNEY CONSUMER PRODUCTS (1996 - 1997)

interests

letterpress
collage
photography
writing