

experience

**Coffee Digital** Senior Art Director, Innovation Marketing *February 2016 – Present*  
Provide hands on design and creative direction for digital campaigns. Produce visual designs and user experiences for desktop, mobile and experiential marketing. Help team ideate within the innovation space, specializing in virtual and augmented reality, biometrics and 360° CGI animation and video production.

**Maxim Inc.** Creative Director, Integrated Marketing *August 2014 – February 2016*  
Design lead for the men's lifestyle and fashion magazine. Designed sales and marketing materials, media kits, general presentations and premium consumer ads for print, digital and mobile. Produced print and digital collateral, social promotion assets and signage for Maxim events. Oversaw creative for circulation, consumer marketing and global brand licensing.

**Allied Integrated Marketing** Design Consultant *2011; 2014 – 2015*  
Responsible for producing a variety of creative materials for this full-service marketing, advertising, publicity and promotions agency catering to the entertainment industry. Designed print and online content for live theatrical productions, television shows and motion picture releases.

**People Magazine** Art Director, Creative Services *March 2013 – May 2014*  
Art direction and design of marketing and brand materials, mailings, event collateral, client presentations, advertorials, video and consumer advertising for long established Time Inc. brand. Prepared files for print and digital use. Managed projects through completion to ensure on-time and on-budget delivery.

**The Newsweek Daily Beast Company** Art Director, Sales and Marketing *July 2011 – October 2012*  
Designed and art directed all marketing and advertising sales materials for TheDailyBeast.com and Newsweek magazine. Created custom ad executions for print, digital and mobile; helped the marketing team produce sales presentations; worked with the events team on collateral and signage for signature events; directed the production of print and digital ads to market the brand. Oversaw development and maintenance of online media kit.

**Time Magazine** Art Director, Creative Services *November 2004 – November 2009*  
Responsible for creating a branded and consistent look for all marketing materials and events. Designed and conceptualized client-specific ads and special advertising sections. Created logos and motion graphics for high-profile company events. Collaborated with copywriters and marketing team to create materials for new business development. Created invitations and collateral materials for corporate events, and strategized on venue designs in conjunction with event production companies.

**Miramax Films** Senior Advertising Designer *June 2002 – August 2004*  
Conceptualized layouts and designed newspaper and trade advertisements, theater posters, film banners, billboards and other printed materials to promote studio's films. Collaborated with creative directors, art directors and marketing team on the daily campaign development of national and regional advertising.

**The New York Times** Senior Promotion Designer *November 1997 – June 2001*  
Designed for the advertising sales and marketing teams. Worked with art directors and copywriters to produce high-end materials that included sell sheets, posters, ads, media kits, presentations, event promotions and premiums. Worked directly with the production team regarding all aspects of printing and supervised press runs. Oversaw projects assigned to junior designers and freelancers.

education

Fashion Institute of Technology - Bachelor of Fine Arts Degree, Graphic Design - Magna Cum Laude

skills

Expert in Adobe Creative Suite applications including InDesign, Illustrator and Photoshop. Proficient in Microsoft Word, PowerPoint, Excel, Keynote, Dreamweaver, Muse and Bridge. Working knowledge of Premiere Pro and After Effects. iOS and Windows savvy.

awards

Graphic Design USA - In-house Design Award; Creativity - Annual Awards - Gold Award Winner; MarCom Awards - Platinum and Gold Winner

portfolio

[www.nofrillsdesign.com](http://www.nofrillsdesign.com)