

CREATIVE

Over 16 years of combined experience in creative direction, branding and advertising, retail product positioning and visual program design

Design Director : DONNA KARAN INTERNATIONAL

Provide brand direction and management of all graphic design projects for Donna Karan International, as well as supervising graphic development and production in both the Marketing and Visual departments. Approve and provide visual direction to all international stores, showrooms and tradeshows. Manage the marketing graphics studio and provide brand direction on project execution. Team: Senior and junior graphic designers, production manager and project manager.

06.07 -

Senior Visual Manager Corporate Programs : DONNA KARAN INTERNATIONAL

Develop all window and in-store display for the Donna Karan retail, wholesale and IFSS stores, for both DKNY and DK brands. Create seasonal showroom displays as well as in-store events with a special focus on the graphic design aspects of visuals, window material, signage and directives. Work with creative services department to fulfill brand identity at all locations.

05.02 - 6.07

Creative Director | Design Consultant : BRAND6

Collaborated and produced campaign concepts with creative staff and account teams. Redesigned and updated brand identity, collateral packages and Web presence. Designed and implemented window visual programs and fashion event launches. Designed and launched magazine's on, and off-line.

05.95 -

CLIENTS: Giorgio Armani, Alain Ducasse, Fernando Sanchez, d2publicity, IBM and Lotus, Viacom, Priceline.com, PricewaterhouseCoopers, New York Times, I Natural, Erno Laszlo, JKS Events.
AGENCIES: Deutsch, OgilvyOne, Hill | Holliday, J. Walter Thompson, Razorfish.

Partner & Creative Director : REMOTE UNDERWATER NATION (RUN)

Founded, operated and managed an interactive agency.
CLIENTS: Inside.com, Sci-Fi Channel and Urbanfetch.
AGENCIES: RSUB, SS+K, TBWA/Chiat/Day.

01.00 - 07.00

Senior Designer : DISNEY ONLINE'S FAMILY.COM

Developed and executed design and layout solutions for online content. Designed icons, HTML, animated sequences, typographic elements and imagery. Secured outside design vendors including over 100 Illustrators and Artist Representatives.

11.96 - 12.99

Web Developer & Designer : CONDÉNET

Designed and launched the highly acclaimed magazine, Epicurious Food, and the redesign of Condé Nast Traveler online. Worked with the editorial and creative staff to produce the first of Condé Nast's online ventures.

06.95 - 11.96

Cofounder & Design Director : CRISP

Directed all aspects of design and assisted with content and advertiser relationships.
ADVERTISERS: BMW, Ziff-Davis, Citibank and Music Boulevard.
COMMENDATION: CNN, MSNBC, USA Today, Advertising Age, PC Magazine, and Virtual City (a Newsweek publication) as one of their Top 7 Online Magazines.

04.95 - 01.00

Author and Freelance Writer

Coauthor of ONLINE MARKETS FOR WRITERS: How to Make Money by Selling Your Writing on the Internet (Holt; \$15).
CONTRIBUTED ARTICLES TO: Details, New York Today, Time Out New York, and Crisp.

05.92 -