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SKILLS

SOFTWARE & TOOLS

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects
- Word
- PowerPoint
- Excel
- SharePoint
- Teams
- WorkFront
- Digital Asset Mgmt.

OTHER

- Art direction
- Graphic design
- Animation
- Photography
- Corporate Branding & Image
- Large Format Printing
- Project Management
- Digital Design
- Collaboration
- Solution-oriented
- Detail-oriented
- Organization

EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY

Graphic Design & Media Arts

Online Campus

2022-Present

SAINT FRANCIS UNIVERSITY

Liberal Arts & Sciences

Loretto, PA

1993-1995

SAUNDERS TRADE & TECHNICAL HS

Chemical Technology

Yonkers, NY

1989-1991

EXPERIENCE

CONAIR® HEADQUARTERS

Digital Sampling Studio Artist, 2022 - Present

- Scünci - Social media digital asset concepting, & production.
- Health and beauty (HBAC) e-commerce digital asset producer.
- Physical artwork actualization & production.

SUBWAY® WORLD HEADQUARTERS

Senior Art Director, 2015 - 2021

- Global brand identity team design & art direction.
- Lead global brand identity governance design & production.
- Creative studio operations lead.
- Oversaw team of 2 Art Directors and 6 graphic designers.

Art Director, 2013 - 2015

- Re-brand exploratory & research with team.
- Studio team lead for restaurant development group.
- Brand sonic identity team lead.
- Oversaw team of 3 graphic designers.
- Studio technology lead.

Senior Designer, 2010 - 2014

- Designed promotional materials and signage for restaurants.
- Designed print materials for additional Subway subsidiaries.
- Studio technology lead.

SIMPSON HEALTHCARE EXECUTIVES

Graphic Designer, 2008 - 2010

- Design for pharmaceutical remote educational meetings.
- Digital media design and production.
- Design and produce convention print materials.
- PowerPoint lead designer.
- Shire Pharmaceuticals brand meetings relaunch team.

OGILVY® ACTION - A BRAND ACTIVATION AGENCY

Production Designer/Manager, 2000 - 2008

- Executed design and production for various agency customers.
- Oversaw creation and production of digital presentations.
- Studio technology lead.

CATHOLIC NEAR EAST WELFARE ASSOCIATION (CNEWA)

Publications Assistant, Archdiocese of NY, 1997 - 2000

- Layout monthly magazine for association members & diaspora.
- Managed global artist contracts and payments.
- Managed in house library of photograph and art collections.

MAINLINE NEWS PAPERS, SEDLOFF PUBLICATIONS

Stringer Photographer & Darkroom Manager, 1996 - 1997

- Develop 35mm film for five news paper syndicate.
- Digitally Scan negatives and make laser photo prints.
- Manual wax paste up of blue lines.
- Stringer photographer - covering 5 towns.
- Local accident photography coverage.