

**NAS Recruitment - Cleveland, OH - Sr. Art Director / Video, May 2012 - Nov 2024**

Creative art direction in development of advertising branding campaigns through interactive applications for web and multimedia. Direction on photo shoots, video productions and video editing. Provide design and pre-press production for various collateral materials, including trade ads, posters, brochures, info-graphics, logos and displays. Works directly with copywriters, strategist, project managers, developers and client/prospect contact.

- Development of Captivate Video – Process of creating testimonial videos using client supplied footage captured with a smartphone.
- Accessibility testing of online sites to ensure websites meets user experience requirements.

Clients: Oatey / Los Alamos National Labs / United Dairy Farmers / Great Expressions Dental Centers / United Airlines / Wake County Public Schools / Cardinal Health / USAA / Mercy Hospital / CareSource / US Army / Reading Hospital System / Cincinnati Children's / Ross Stores

Freelance Sr Art Director - Cleveland, OH - Sr. Art Director, August 2010-May 2012

Print and online creative development - Print retail marketing - Spanish language advertising.

Clients: Malone Advertising/JWT Action / al Punto Advertising / Linear Creative / Brooks Advertising / Vilocity Interactive / Rock Hall of Fame / Sonnhalter Advertising / Reality2

- Create websites, landing pages, HTML emails, online banners, Flash and print materials.
- Provide design and pre-press production of various collateral material, including ads, posters, brochures, logos and displays.
- Worked directly with Creative Director on development of client pitch presentations.
- Supervised all creative materials and jr. design creatives.

Vilocity Interactive - Cleveland/Phoenix - Sr. Art Director, March 2007-August 2010

Creative development of interactive SEO friendly websites, landing pages, Flash elements, banners, email design, CDs and print materials. Supervised all creative materials.

Clients: eTelecare Recruitment / Little Kids Inc. / Emergen-C / SweetLeaf / Desert Botanical Garden / NCCA / Mesa Arts Center / Arizona Opera / Western Reserve Historical Society / Flaming River

Freelance Sr Art Director - Cleveland, OH - Sr. Art Director, July 2006-March 2007

Print retail creative.

Clients: Doner Advertising / Marcus Thomas Advertising / Goldstein Group Communications / Jamestown Group

Grey Direct West - Burbank, CA - Associate Creative Director/Art Director, Sept. 2005-July 2006

Print, online and DRTV creative development, art department management of Art Directors, Production Artist, Interactive Artist and interns. Responsible for bringing graphic standards inline for Princess Cruises and an increase in the client budget.

Clients: Princess Cruises / Cunard / AAA (Auto Club)

Kern Direct - Woodland Hills, CA - Sr. Art Director, Feb. 2005-Sept. 2005

Direct response print creative materials.

Clients: DIRECTV / California Chamber of Commerce / Nextel / SAP / VeriSign / Hitachi / Nortel / 21st Century Insurance / Zorich / Cardiac Science

Freelance - L.A., CA - Sr. Art Director, Feb. 2004-Feb. 2005

Direct response print creative materials - Development of Flash elements for the motion picture industry.

DDB / Creative Domain / Kern Direct / Watters Design

Grey Direct West - Glendale, CA - Design Supervisor/Sr. AD, Feb. 2001-Feb. 2004

Print and online creative development, supervision of art department.

Clients: Washington Mutual / AAA (Auto Club) / City National Bank / Bank of America / Excite / AT&T Broadband / DHL / Bally's & Paris Las Vegas / Caesars / Sparkletts

Program Skills

InDesign, Photoshop, Illustrator, Adobe XD, Figma, Adobe Lightroom, Adobe Premiere, AfterEffects, Capcut, HTML, Word, Bridge & PowerPoint