

Experience

COMBINED JEWISH PHILANTHROPIES

SENIOR CREATIVE DIRECTOR / OCT 2021 - PRESENT

Strategic brand development

- Guiding the evolution and expression of the cjp brand bringing it to life through a broad range of touch points
- Brainstorming conceptually grounded campaigns and projects
- Leading creative kick-offs and working with stakeholders to develop sound briefs
- Ensuring all work created by the team is building brand awareness and engagement

Managing, leading, and mentoring the creative team

- Reviewing the work of designers and copywriters: providing direction and feedback to ensure that inventive, precise, and conceptually sound work is being created
- Assigning and tracking projects. Prioritizing requests against business goals
- Streamlining processes to support scaling of the team
- Maintaining production budget
- Managing strong and positive agency, freelance and contractor relationships

ATHENAHEALTH

SENIOR DESIGN MANAGER / OCT 2020 - OCT 2021

Shepherding the athenahealth brand. Leading the creative team. Pushing for high-level execution on integrated campaigns. Overseeing creative briefs, kick-offs, and managing stakeholder relationships. Reviewing the work of designers and copywriters and providing direction and feedback. Assigning and tracking projects, prioritizing requests, and managing bandwidth. Maintaining budgets. Managing agency and freelancer relationships.

ATHENAHEALTH

DESIGN MANAGER / JUL 2019 - OCT 2020

Conceiving and implementing creative solutions, guidelines and strategies. Mentoring junior creatives. Taking projects from conception to completion while having overall responsibility for the appearance of the final product. Championing and selling creative work. Working in close collaboration with cross functional teams and a variety of stakeholders.

PINKERGREEN

ART DIRECTOR / SEPT 2017-JUL 2019

Developing and implementing brand identity systems as well as a range of digital and print deliverables. Client and project management. Presenting and selling creative solutions. Building and maintaining strong relationships with team members, clients, and vendors. Point-of-contact for clients as work moves through the studio.

PINKERGREEN

SENIOR GRAPHIC DESIGNER / SEPT 2014-SEPT 2017

Concept generation and hands-on design for a range of marketing materials from small digital ads to large environmental graphics. Creating visual solutions to meet client objectives while maintaining a high level of quality.

PINKERGREEN

GRAPHIC DESIGNER / MAY 2012-SEPT 2014

Designing for a wide variety of graphic materials including; promotional print pieces, print and web advertising campaigns, brand development, web design and development including e-commerce, spot illustration, presentation, and environmental design.

BK DESIGN

JUNIOR GRAPHIC DESIGNER / FEB 2012-SEPT 2012

Key Skills

- Creative Direction
- Team + Project Management
- Brand Identity Development
- Managing Contracts, Negotiations, Budgets
- Illustration
- Adobe Photoshop, Illustrator, InDesign
- Digital + Print Design
- Environmental Design
- HTML and CSS fluent

Education

SUFFOLK UNIVERSITY

BA Theater performance + Art History / 2006

BROOKLYN COLLEGE

BFA Painting / 2010

Awards

HOW INTERNATIONAL DESIGN AWARDS

Merit Award / 2015