

PROFESSIONAL SUMMARY

Highly creative, senior-level graphic design professional with extensive experience in print and interactive media for a wide-array of businesses and industries

- specializing in dynamic information design, illustration, and animation solutions
- an energetic contributor with exceptional communication skills
- A self-motivator with a proven track record for enhancing product marketability and client visibility
- providing high-level art direction and project management as well as production-based graphic design and illustration work
- collaborating and coordinating with key project personnel such as marketing groups, editorial teams, writers, managers/ producers, technical developers and programmers to implement successful design solutions
- brainstorming with content specialists to design lively interactions that engage users
- organizing and translating concepts onto storyboards and creating prototype layouts and key frame sketches
- interacting directly with clients to ensure swift and cost-effective development of creative and unique high-quality products within tight deadlines

Areas of focus have been on aiding in the development of technology-based solutions to meet the communication, training challenges, and product needs of companies in the life sciences, publishing, non-profit/ charitable, financial services, and other high-tech industries.

- organizing content and creating an intuitive and effective site architecture for interactive web and CD-ROM-based applications
- devising complex, highly functional and engaging graphical user interface designs for corporate and e-learning websites and CD-ROM applications
- designing custom title and content screen templates, graphics, and text layouts for PowerPoint presentations that help captivate audiences
- creating stylized illustrations (conceptual, product, and technical) as well as photo montages that engage viewers for both print and interactive mediums
- developing simple and effective Flash-based animations that deliver
- producing custom icon sets for toolbars and desktop application suites
- establishing unique and visually compelling corporate identity systems; branded logo and collateral for print and web



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experienced creative
collaborative versatile TECH-SAVVY
problem-solver motivated

EXPERIENCE: *Consulting*

C+C Design, Cohasset, MA (1992-present)

Principal/Creative Graphic Design Consultant

Co-owner of a full-service graphic design agency that has been providing clients with custom graphic design and illustration solutions.

Consultant positions (*past/partial client listing*):

• 2013

SENIOR VISUAL DESIGNER CONSULTANT

Akamai Technologies, Cambridge, MA

- Support the overall internal/external creative communication needs of the Luna Control Center team, Akamai's web interface (portal) to security services
- Provided graphic design services for print and digital including Powerpoint presentation design and animation, charts and graphs, icon creation, website ads/graphics, post cards, newsletters, email blasts, and custom documents

• 2009 – 2011

SENIOR GRAPHIC DESIGNER CONSULTANT

Fidelity Investments, Boston, MA

- Collateral print design of informational and instructional material for internal corporate use
- Produced user-interface designs and graphics for iPad, Flash, and Captivate-based e-learning, learning support websites, and internal communications for Fidelity's Asset Management HR Learning and Development team
- Developed and delivered highly creative, custom, innovative designs, illustrations, and training presentation materials for interactive self-paced e-learning programs, system/application simulation screens, learning support websites and instructor-led training programs
- Enhanced L&D team's visibility in and around Fidelity while also promoting them as a high quality, cost-effective training resource

Some Client Notables

- @Trial
- Animation Technologies
- Aptara (Amgen, Deloitte)
- AuralMoon.com
- Bare Soles Yoga
- Builder/Architect Magazine
- Captains of Industry (Whatman; Viacord)
- The Center for Cosmetic Dentistry
- Communispace Corp.
- ElectricMedia (State Street Bank)
- The Eva Brownman Cancer Fund
- Hingham Bay Sailing (PHRF and HBR)
- Jack Morton Worldwide (Arthur D. Little; Deutsche Banc; MediSense; On Technology; Kodak; Summit Technologies)
- KCG Consulting
- Kurzweil Educational Systems
- The Lincoln Inn at the Covered Bridge / Mangowood Restaurant & Terrace Bar
- Magic Hour Communications (Belmont Hill School)
- Pearson Publishers
- Robelle Industries
- The Shadow Factory Film Company
- Skyworld Interactive (Boston/Maine IVF)
- South Shore Therapies
- Starlight Children's Foundation
- Strategic Development Consulting (Dunkin' Donuts)
- Sylvan Learning (Walden University)
- TMP Worldwide (Hewlett-Packard)
- Tom Davis and Company (American Ski Corp.; Beverly Hospital; BTS Inc.; Fidelity Investments; NCPS; Phillips Fastener Company; Reebok; Saucony; Stanley Bostich; Summit Technologies; TrueSoft)
- > Total Learning Concepts (Amgen; Aventis; Bristol-Meyers Squibb; Eisai Pharmaceuticals, Eli Lilly; Genentech; Hoechst Marion Roussel, Inc.; Ketek; Novartis; SmithKline Beecham; Takeda Pharmaceuticals; TAP Pharmaceuticals; TLC; UniMed Inc.)
- > Virgin Records (Yanni.com)
- > Ziff Davis



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SOFTWARE + TECHNICAL SKILLS

- > Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat)
- > Microsoft Office (Powerpoint, Word, Excel)
- > A familiarity and/or knowledge of HTML, JavaScript, JQuery, Flash and CSS and its various capabilities and limitations.
- > Proficient Mac user

EDUCATION

The Massachusetts College of Art and Design

Boston, MA

Degree: BFA

Years Attended: 4

Major: Illustration & Design

Graduated with Distinction

Massasoit Community College

Brockton, MA

Degree: AA

Years Attended: 2

Emphasis: Independent study curriculum in fine arts

Graduated with Honors



EXPERIENCE: *Full Time*

2007 – 2008

SENIOR DESIGNER

ACOM* Healthcare, Hingham, MA

Worked as senior designer for this advertising agency providing design, marketing and branding solutions for the pharmaceutical, medical and healthcare industries.

HIGHLIGHTS ➤ *Genzyme Kit* | *Smith & Nephew* | *Genzyme Ad* | *Genzyme Mailer*

2005 – 2007

SENIOR PRINT DESIGNER and ILLUSTRATOR

McDougal Littell / Houghton Mifflin, Boston, MA

Interacted with marketing and editorial teams to provide cover design, art direction, illustration, concept prototyping and interior layout of text books, ancillaries and product packaging, for a variety of national high school and middle school math, history, and Spanish language programs.

HIGHLIGHTS ➤ *Interactive Math* | *Georgia HS Math Series* | *Math Thematics Series*

2003 – 2004

CREATIVE DIRECTOR

cMarket, Inc., Cambridge, MA

Closely collaborated with cMarket's leadership, marketing, and technical programming teams devising a highly robust user friendly architectural plan, intuitive look and feel for "OurAuctionPro"; an on-demand, online auction platform. (OurAuctionPro allowed non-profit organizations, charities and individual users to construct a customized site that could manage and promote all aspects of charitable auction and fund-raising events). Also designed a wide array of visual mock-ups for presentations to investors demonstrating other aspects of the tool. Mock-ups included; customizable landing pages, donation and bidding screens, auction catalogues, item descriptions, log in/out and membership area, auction closeout and e-commerce screens.

1994 – 1996

ART DIRECTOR

Irma S. Mann Strategic Marketing Inc., Boston, MA

Designed and managed multiple advertising campaigns, created various marketing collateral pieces, and produced engaging sales promo kits under tight deadlines for blue chip travel and leisure clients including: ITT Sheraton and Four Seasons Hotels

1988 – 1994

SENIOR GRAPHIC DESIGNER

Massachusetts Institute of Technology Graphic Arts Service, Cambridge, MA

Provided custom collateral, book and publication design, environmental graphics, as well as technical illustration and presentation graphics for numerous MIT research labs, executives, faculty/staff, students, alumni and the MIT Museum. Worked with MIT Campus Police in developing informative safety programs for students. Also oversaw student interns developing their design and communications skills that took part in the MIT-Simmons College Communications Collaborative Program

1987 – 1988

GRAPHIC DESIGNER

Matthews International, Braintree, MA

Product packaging design for flexography-based printing; for high profile, branded corporate food manufacturers such as Ocean Spray, General Mills, and Verifine.

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References are available
upon request.

AWARDS

> The Chicago Book Awards

Two awards in the Educational Book Design Category.

Best Cover Design:

McDougal Littell/Houghton Mifflin's "Georgia Math" series.

Best Interior Page Design

McDougal Littell/Houghton Mifflin's "Georgia Math" series.

> Houghton Mifflin

Corporate Certificates

Two corporate awards for quality and job commitment

> American Hotel and Hospitality Industry Award"

Best Marketing Promotion Package

ITT Sheraton Hotels
"Membership Portfolio Kits, Direct Mail promotions and Newsletter"

> Irma S. Mann Strategic Marketing Corporate Certificates

Three corporate awards for design quality and job commitment