

PROFESSIONAL OVERVIEW

Experienced, creative and skilled art director and designer, developing effective advertising & design for consumer products & services. Working independently since 1995, focusing on creating brand programs for retail and manufacturing clients, thinking out of the box within the confines of targeted marketing objectives. With passion and enthusiasm, I work either directly with clients or as a dedicated part of a team, to achieve the best creative product always with an eye on deadlines and budgets.

SKILLS AND EXPERIENCE

- Creating and maintaining standards for brand message, translation and application to wide variety of materials, conveying a consistent and appropriate "voice" throughout
- Managing and directing budgets, schedules, photographers, freelance talent, and vendors
- Extensive photo direction & photo styling, studio and location, people and products
- Thorough knowledge of print processes and production, from specifying and estimating to press supervision, including large-scale web and digital, and overseas printing
- Exceptional type and color sense, intuitive writing and editing skills, good communicator
- Pattern, illustration and surface design for products and packaging
- Presentations, trade shows, focus group research, brainstorm sessions, trend studies
- Proficient in Adobe CS5 programs (Illustrator, InDesign, Photoshop), MS Office, social media

HIGHLIGHTS

SWAROVSKI Primary freelance art director and designer for Swarovski jewelry and giftware brands, 1995-2006. Worked with marketing staff and brand managers, responsible for concept, design, and production of brand programs for major department stores, gift stores, and Swarovski branded stores.

BURNES OF BOSTON / NIELSEN BAINBRIDGE GROUP Collaborating with Burnes' in-house product/brand managers and creative director, developed packaging for teen, girls, & novelty photo frame products

GLORIA DUCHIN INC / US CHRISTMAS ORNAMENT MANUFACTURER Packaging and POP display development for branded and private label products for mass market retailers including CVS, Kohl's, Lowe's, WalMart and Target

C2 PAINT Worked with company founders to introduce premium paint brand in 2001. Responsible for concept, design and production of all marketing materials, including logo, paint cans, displays, POP, website, ads and direct mail 2001-2008. Created brand standards guide, co-op ad and signage programs for US/Canadian retailers

AMERICAN GREETINGS, CVS, CANSON PAPER FOR TARGET Packaging & licensed paper goods

ETCETERA

- **BFA / VISUAL DESIGN** University of Massachusetts / Dartmouth, 1981
- **ART DIRECTOR/CO-CREATIVE DIRECTOR** Chaffee-Bedard Inc., Providence, RI, 1986-1993
- **INSTRUCTOR** Advertising Design, RISD Certificate Program, 1995-1998
- **ADJUNCT PROFESSOR** Graphic Design, Community College of RI, 2008-2010
- **AWARDS / RECOGNITION** Hatch (Boston Ad Club), Creative Club of Boston, NE Supershow, Ad Club Seattle, AdWeek, PRINT Magazine
- **COMMUNITY** Chairperson (current), Warren Economic Development Board, and Member AIGA

Swarovski
C2 Paint
CVS
Burnes of Boston
/Nielsen Bainbridge
GTech
Bloomingdale's
Zale Corporation
Target/Canson Paper
American Greetings
Winston Flowers
Domain Home
Sweet Berry Farm
Sears