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EXPERIENCE

09.2008 - Present **Toy NY**

Recurring freelance role at Toy NY, a full-service ad agency. Roles have spanned branding, art direction, identity designs, to rebuilding the company's website and fitting it with a custom content management system. Clients include Activision, Dunkin Donuts, and Virgin Mobile.

02.2006 - Present **Made of People**

Freelance cross-disciplinary designer/art director/interactive developer under the Made of People banner. Realized projects for Toy NY, Tanqueray, Cliff Freeman, FDT Design, Area 17, Airtight Interactive, Firstborn, Open, FilterNYC as well as a variety of independently managed projects for clients ranging from national brands, mid-sized companies, mom-and-pop operations, to bands, restaurants, individuals, and independent tattoo artists. Also, along with a colleague in Detroit, MoP actively develops a flexible, and intuitive content management system with an unparalleled user experience.

2.2006-07.2006 **FDT Design**

Freelance interactive art director/designer. Strategic planning, site architecture and design collaboration on a variety of FDT projects from the branding phase into site development, including publishing tools and online brand manuals. Oversaw small teams of programmers, designers and copy writers. Clients included Luka Bap, Rosie O'Donnel's charitable foundations, and Mazarrati.

08.2004-02.2006 **The Chopping Block**

Worked as a Senior Designer at this seminal interactive studio. Responsibilities ranged from designing of sites, print materials and identities, to art directing teams of designers and developers on larger sites from planning, to design through completion. Additionally participated directly in the development when necessary. Developed photo galleries in flash for Adobe Photoshop CS2, and Bridge, as well as designed templates for Illustrator CS2 and GoLive CS2. Clients included the Pixies, Adobe, Scripps Network, Scout Productions, Hearst, Simon and Schuster.

01.2001-08.2004 **Freelance Career 1.0**

Freelance designer for 3 years working on varied projects specializing on partnering with creative agencies. Clients included Freestyle Collective, Guava NYC, Industry Media, Firstborn Multimedia, Big Spaceship, Sequel Studios, FDT Design, and Growing Studio.

08.2002 - 06.2005 **SixBillion.org**

Cofounder and creative director of SixBillion: An Online Magazine of Narrative Journalism, a 501c3 non-profit. Each issue featured six projects each presented in one of six mediums (the written word, illustration, photography, sound, film/video, and interactive). Designed and produced the identity, posters and other promotional materials, interactive presentations, site design and development, a CMS, and managed programmers, creatives and contributors for stories in each issue.

2001-2004 **Immedia Digital Arts Exhibition**

Designed all print, web, environmental and wayfinding materials for four years of this annual digital arts exhibition in Ann Arbor, Michigan.

SKILLS

A nuanced aesthetic sensibility, paired with analytical and technical capabilities not often matched in a creative. Equally comfortable art directing in print as while designing for interactive platforms, I also have knowledge of development, AI/UI/UX, and the necessary strategic planning to see such projects through. Comfortable working hands on with css/xHTML, javascript/Ajax and related frameworks (mootools, jquery), flash animation, and actionscript. Excellent verbal and written communication skills, and able to effectively discuss with both creatives and the more technically minded (programmers and developers).

Fluent in English, Portuguese, Spanish and increasingly less conversational in German.