

ART/CREATIVE DIRECTOR

CAREER SUMMARY

Creative leader with two decades of experience hiring, mentoring, collaborating, and concepting with integrated agency teams to create brands, digital experiences, and campaigns that delight and move people.

PROFESSIONAL EXPERIENCE

Art Director, April 2021 – November 2023 **Matter, Newburyport, MA**

- + Key member of team that grew the creative department from 6 to 20+ employees in less than 3 years
- + Built agency user experience offerings from scratch resulting in dozens of website launches over 4+ years
- + Oversees creative projects from business development phase to launch while being the face of the creative department to clients
- + Hire, manage, and mentor designers, developers, and project managers

Senior Graphic and Interactive Designer, April 2019 – April 2021 **Matter, Boston/Newburyport, MA**

- + Lead designer for many top agency brand, campaign, and UX projects
- + Introduced UX, design thinking principles, component-based design systems, and web accessibility standards to agency process
- + Drive presentations and discussions with clients and stakeholders

Senior Designer, January 2015 – April 2019 **ThinkArgus, Boston, MA**

- + Art directs and designs agency projects for both traditional and digital with a focus on strategy, conceptualization, and execution
- + Creative and UX lead on all digital projects
- + Writes, designs, and participates in new business pitches and creative presentations
- + Built UI/UX workflow utilizing Sketch and Invision from the ground up

**PROFESSIONAL
EXPERIENCE**
(Cont.)

Creative Director, October 2012 – December 2014
MESH Interactive Agency, Boston, MA/Manchester, NH

- + Directed and mentored creative team of designers and illustrators on all agency projects
- + Designed UI/UX and established art direction for top agency clients
- + Lead creative presentations to clients and prospects
- + Served as part of agency senior management team, making strategic, financial, and personnel decisions for the agency

Senior Interactive Designer, April 2011 – October 2012
MESH Interactive Agency, Boston, MA/Manchester, NH

Senior Graphic Designer, March 2008 – April 2011
MarketReach, Inc. Nashua, NH

EDUCATION

Bachelor of Arts in Graphic Design, Keene State College, Keene, New Hampshire, May 2003. Dean's List.

**TECHNICAL
PROFICIENCY**

Experienced knowledge of Sketch, Invision, Photoshop, Illustrator, InDesign, and Keynote. Working knowledge of Figma, WordPress and PowerPoint. Understanding of the principles and functionality of HTML5/CSS3, jQuery and javascript and how they integrate with design.

Additional experience in photography, image retouching, motion graphics, digital illustration and copywriting.