

**CAREER PATH** To lead and inspire amazing, effective graphic solutions as a multi-talented creative professional by utilizing my extensive design & management experience, print & web skills, and intense passion for the graphic arts.

**EXPERIENCE**

- 11/07–Current *LookSee Graphics* Secaucus, NJ  
**Owner / Designer** (selected projects)  
 + *Johnson & Johnson* Morris Plains, NJ  
 Promotional and POS/POP layout and design for leading pharmaceutical/consumer health company.  
 + *Excel Sports Management* New York, NY  
 Create brand identity and promotional marketing (print & web) for athletes.  
 + *The Chambers Group* Montvale, NJ  
 Agency work (advertising, sales and marketing collateral for Lime Rock Park, A&P).  
 + *Sycamore Homes* Sunnyvale, CA  
 Sales and marketing collateral for an upscale design-build firm.  
 + *lookseegraphics.com; girlsincwestchester.org; bvmi.org* New Jersey; New York  
 Website design (looksee) and redesigns for non-profits.  
 + *Rauxa Direct* New York, NY  
 Agency work (direct mail layout for Verizon Wireless).  
 + *Mike Blanx & the SDAB's* New Jersey  
 Identity and merchandise (logo, cd & 7" sleeves, t-shirts, posters and flyers) for rock band.  
 + *Bernette Textiles* New York, NY  
 Identity, branding, sales and marketing tools with photo direction for new, recycled-cotton clothing line, PurePlay. Eco-responsible designs include stationery, hang tags, media kit, brand workbook and lookbook.
- 05/00–10/07 *Mikasa / Arc International* Secaucus, NJ  
**Art Director / Creative Services Manager / Senior Graphics Designer**  
 Create, develop, and manage graphic solutions to achieve marketing strategies for the Mikasa brands via print and web advertising, retail signage/collateral and packaging. Collaborate with Chief Creative Officer and marketing staff to translate Brand vision and evolving creative imagery within budget and time constraints while projecting fresh appeal. Project-manage marketing print directives—from conception, design and layout to photography art direction, pricing negotiation, and press-ok. Lead, coach, motivate and inspire graphics team to maintain a high-energy, productive, and creative workplace environment. Integral to the 2005 identity/brand/packaging redesign, and established new worldwide brand guidelines. Ensure branding and style standards are upheld. Maintain vast digital and transparency image library.
- 04/97–06/02 *DFS Communications, Inc.* Rutherford, NJ  
**Freelance Graphics Designer**  
 Collaborate with principal to design various political propaganda, including billboards, brochures, decals, direct mail, flyers, and posters.

**PROFICIENCY** Adobe CS3/4 (Illustrator, Photoshop, InDesign, Dreamweaver, Flash), QuarkXpress, HTML, MS Office Suite

**EDUCATION**

- 05/09–11/09 *Pace University* (Certificate, Adobe Web Design) White Plains, NY  
 08/98–07/03 *School of Visual Arts* (Graphic Design) New York, NY  
 08/87–12/91 *University of Oklahoma* (BS, Environmental Design) Norman, OK