

## Areas of Strength

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Visual and Technical Skills    Project/Content Management    Organized and Accurate    Attention to Detail  
HTML, CSS, Javascript, XML, Adobe Creative Suite, Office    Deadline Driven    Editing/Proofreading

## Experience

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**Freelance Web Designer** 2000 – Present

Clients: Well-Lit llc. landscape lighting, St. Rose of Lima School, Genican, Leonardo's Pizza Restaurant, Eau-Couture kitchen and bath design, Batch Capture Media, Self and Cargo magazines.

Oxford University Press, New York, New York 10/07 – 6/13

### Web Designer

- Designed, tested, and maintained companion websites in the Higher Ed and Academic departments.
- Content: pedagogical materials, PowerPoint Presentations, videos for instructors; quizzes and flashcards for students to use in study.
- Worked with marketing department to promote titles for potential sales during production stage.
- Generated monthly reports to analyze website usage.
- Managed offsite freelancers and vendors in US and India.

Taylor & Francis Group, Inc., New York, New York 7/01 – 10/07

### Web Designer

- Designed and maintained entire e-commerce presence for primary academic imprint, Routledge.
- Established web design parameters, visual standards and style guides.
- Managed group of three programmers remotely to ensure consistency in design.
- Created micro-sites for special titles such as Colloquials, World Music and encyclopedias.
- Designed templates for email marketing campaigns and banner ads.

Barnes and Noble.com, New York, New York 4/00 – 2/01

### Art Director/Senior Designer

- Designed page layout, graphics, email campaigns, and animated banners for company website.
- Created themed features which included 3d product images for homepage and bookstore sections.
- Designed corporate collateral and P.O.P. displays for use in bookstores to promote online business.
- Managed team of two designers.

Brouillard Communications/J. Walter Thompson, New York, New York 7/96 – 4/00

### Art Director

- Print design: newspaper and magazine trade ads, brochures, and corporate identity.
- Created presentations for new business and client meetings.
- Coordinated projects with freelance designers and production department.
- Designed first website for company.

Kopf Zimmermann Schultheis Advertising, Hauppauge, New York 3/93 – 1/96

### Assistant Art Director

- Print design: Design, layout, prepare mechanicals and color separations for newspaper and magazine trade ads, corporate identity, brochures and mailers.

## Education

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New School University, New York, New York

**Master of Arts** in Media Studies, Minor in Media Management

Long Island University, C.W. Post Campus, Brookville, New York

**Bachelor of Fine Arts** in Graphic Design