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- Art Direction
- Branding
- Campaign Development
- Graphic Design
- On Product Marketing
- Packaging Design

INDEPENDENT FREELANCER - New York, NY 2023

Art Direction / Graphic Design

Independent freelance designer for various brands specializing in art direction, apparel graphics, branding, and packaging design.

BATH & BODY WORKS - New York, NY 2022

Art Director - Internal Marketing

Worked closely with the CMO to lead and design the environmental graphics for the new company headquarters in Columbus, Ohio. Managed and tracked the creative development from start to finish, ensuring quality and consistency.

DECOR GLOBAL - New York, NY 2018 - 2021

Art Director

Elevated brands within Décor's brand portfolio by executing successful campaign development and branding initiatives. Worked closely with sales and design leads to execute new business and brand opportunities. Responsibilities included but was not limited to the creative development for seasonal campaigns, branding, photo shoots, strategic sales decks, apparel graphics, on-product marketing, packaging, and web/ social graphics.

- **SURFSIDE SUPPLY**: Executed seasonal photo shoots and campaigns that increased sales and brand recognition within social and web platforms. Supported in-house design team with apparel graphics.
- **XTERRA**: Worked closely with cross-functional partners to build and elevate event and lifestyle messaging strategies, concepts, designs and art direction for US and international owned race programs, event merchandise, and partnerships programs.

AMERICAN EAGLE OUTFITTERS - New York, NY 2013 - 2017

Senior Graphic Designer

Managed and tracked on-product-marketing creative development from start to finish, ensuring quality and consistency. Collaborated with design and merchant leads to develop seasonal on-product marketing, branding, and packaging needs. Partnered and assisted marketing team leads to meet specific commercial and promotional needs such as packaging, displays, and logo design.

- Developed branding for new programs and line extensions within all brand categories, increasing sales and boosting brand recognition.
- Won 2016 Q2 Top Eagles Elite award for Spring 16 Pop-Up Shop marketing campaign, for teamwork and successfully executing creative direction for Pop Up shops, leading to opening of stand-alone NYC store.
- Received 2013 Q4 Top Eagles Elite Award for Holiday 13 Gifting Campaign in recognition of teamwork and implementing AEO / Aerie Holiday 2013 Gifting Project which resulted in over \$6M in revenue.

INDEPENDENT FREELANCER - New York, NY 2012 - 2013
Art Direction / Graphic Design

Worked independently with various companies on apparel graphics and branding.

- Aeropostale: Assisted design director with seasonal apparel graphics for PS boys line.
- American Eagle Outfitters: Worked closely with VP of On Product Marketing on the creative development and re-launching for the Aerie brands on-product-marketing.
- U.S. Polo Association: Partnered with brand manager to develop and art direct special event uniforms, merchandise, and marketing collateral for The World Snow Polo Championship in Aspen and Saratoga Polo Association.

JORDACHE ENTERPRISES - New York, NY 2004 - 2012
Art Director (U.S Polo Assn.)

Managed the creative development for US Polo Association and private label brands, specializing in apparel graphic design, branding, and on product marketing.

- Partnered with cross-functional teams, including marketing, sales, & production, developing seasonal campaigns & executing projects that droven business & evolved brand.
- Communicated with international factories on daily basis, ensuring accurate and timely hand offs, quality control, within seasonal budgets.

Jeans Design LTD. - New York, NY 2003 - 2004
Graphic Designer (Pepe Jeans UK)

Worked hand-in-hand with creative director to develop young men's and junior apparel graphics. Collaborated with production team and international factories to execute all projects in timely and cost-efficient manner. Maintained most-current knowledge of design trends and techniques.

AST SPORTSWEAR - New York, NY 2002 - 2003
Graphic Designer

Provided creative development for young men's and junior lines:
Johnny Blaze, Five Star, The Source Clothing Co.

APSCO ENTERPRISES - Brooklyn, NY 2001 - 2002
Production Graphic Artist

Partnered with and assisted master screen printer to develop pre-production color separations on daily basis. Supported sales team with creative development of graphic tees that successfully brought in clients such as Timberland, Ecko Unlimited, Phat Farm, ENYCE.