

EXPERIENCE

2022 - Present | MassMutual | Boston, MA

SENIOR ART DIRECTOR

As a key contributor to the in-house creative team at MassMutual, my role revolves around high profile, brand-level marketing campaigns. Most frequently, I lend my art direction expertise to key brand partnerships with the NHL and Boston Red Sox. Closely involved with the creative storytelling and design plans for several local and national broadcast spots, I take a proactive approach to conceptualizing and executing essential, accompanying social and traditional marketing collateral. Creating many assets myself, organizing third-party production, and collaborating with our team of studio designers, I led the art direction for several well performing campaigns from kick-off through execution.

2019 - 2022 | American Student Assistance | Boston, MA

ART DIRECTOR: MOTION GRAPHICS

Oversaw and lead a team of 3 fellow designers to create 40-60 unique digital, animation, video, OOH, and print assets per month for both organic social and paid placements. Utilizing the entire Adobe CC suite, I conceptualized and produced high-performing assets for our corporate and product marketing teams. Credited for multiple product marketing campaigns that performed at an astonishing average of \$0.70/CPA leading to an average of 10 million unique users per annum.

2015 - 2019 | Spreadshirt | Boston, MA

SENIOR GRAPHIC DESIGNER & CONTENT SPECIALIST

Splitting my efforts between designing for corporate marketing initiatives and client driven apparel design/illustration and e-commerce projects, I was an instrumental part of the launch and initial success of the sub-brand Spreadshop implementing a brand book that the entire company could leverage. As a leading member on the content strategy and planning team, I conceptualized and produced social media and email campaigns, built landing pages, created a series of YouTube tutorial and "edutainment" videos, and even co-hosted a podcast to spread brand awareness.

2014 - 2017 | HOWL Magazine | Lowell, MA

DEPUTY ART DIRECTOR

Working closely with the Editor and Chief and Creative Director, I was in-charge of organizing, designing, and producing a monthly, 32-page magazine cover-to-cover. While art directing photo-shoots, collaborating with a fleet of copywriters, and working directly with printers, my responsibilities spanned the spectrum of graphic design, project management, and budgeting. In addition to the printed periodical, I also led a team or seasonal interns to develop an email campaign schedule and broader social strategy for the brand.

2014 - 2016 | INDUSTRY11 Design | Lowell, MA

HYBRID DESIGNER

This boutique agency specializes in assisting local small businesses with website development and management as well as brand building and logo design. As the sole Hybrid Designer, I worked closely with the Creative Director to exceed expectations and retain recurring business. My role was focused on wire framing and implementing countless Shopify and Wordpress sites as well as designing logos and local digital and print media ads for a wide array of clients and industries.

2014 - 2015 | Classic Elite Yarns | Billerica, MA

GRAPHIC & WEB DESIGNER

As the only in-house graphic designer, I worked in a fast-paced, dynamic work environment ensuring all the creative needs of the business were met. My design duties included frequently updating the corporate e-commerce website and newsletter (HTML/CSS), designing a monthly printed knitting pattern book for retail sales, laying-out and color correcting a quarterly catalog of wholesale yarn products, as well as creating banners and booth assets for tradeshow. Additionally, I led the creative development of a sub-brand called Yarn and Soul, which was recognized as highly innovative across the industry.

ABOUT ME

As a Senior Art Director and Graphic Designer with 8+ years of experience in graphic design and brand building across a range of industries, I pride myself on my communication and digital storytelling skills.

I specialize in motion graphic design, illustration, and animation while leveraging my skills in web, social, print, and multimedia design. When working closely with creative and marketing teams through results-driven collaboration, I believe in the power of effective design.

EDUCATION

2013 - 2015 | Lowell, MA

UMASS LOWELL

UNDERGRADUATE CERTIFICATE

Major: Graphic Design & Digital Imaging

2006 - 2010 | Montreal, QC, Canada

MCGILL UNIVERSITY

BACHELOR OF COMMERCE

Double Major: Finance & Management

Minor: Entrepreneurship

DESIGN SKILLS

Illustration/Sketching
2D Animation/Motion Art
Video/Audio Editing
Print Layout/Production
Social Media Design
Brand Development
Web Design/Development
Email Marketing Design
Copy-writing/Storytelling

Graphic Design
Campaign Design
Content Planning
Storyboards
Client Management
Brand Stewardship
Typography/Color
Adobe CC Suite
Art Direction

BONUS SKILLS

Project Management
Teamwork/Collaboration
Leadership/Mentoring
Creativity/Storytelling
Conceptual Thinking

Strategy/Planning
Tech Adoption
Quick Learner
Proactive Player
Communication

THE FUN STUFF

Illustrator "Everyday Blacksmith" ISBN: 9781631597121
Former Farmer at Fast Hitch Farm, Whiting, VT
Former Brewery Intern: Blue Hills, Canton, MA
Illustrator of a coloring book about noodles
Rugby & Hockey Player and Fan (Bruins Fan)
Guitar, Ukulele, and Banjo Player (Well, I dabble)

CONTACT ME

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