

Summary

- Fifteen years of professional experience as an Art Director, Designer, and Creative lead
- Heavy focus and deep understanding in the field of design, user interface and marketing
- Extensive experience as a team leader to graphic, web, and user interface designers
- Extremely experienced in taking large scale projects from initial draft to finished execution
- Noted ability to adjust approaches and executions to flex with shifting timelines and requirements
- Self motivating, flexible, professional team player in any environment

Professional Skills

Art Direction
User Interface
Creative Direction
Web and Print Production
Creative Team Management

Corporate Identity & Brand
User Interface/Product Design
Adobe Photoshop, Illustrator, InDesign, ImageReady
Adobe Flash, Dreamweaver, Fireworks
HTML/CSS

Experience

E*TRADE Financial

October 2004 - Present

Senior Manager/Art Director

- Manage the day-to-day operations of the E*TRADE Creative services team, including overseeing graphic, web/user interface designers, third party vendors and ad agencies
- Art Director on multiple large scale product and campaign launches across all channels including multiple internet properties, print, mass media, mobile, and branch merchandising.
- Establish and enforce international brand/style guidelines in coordination with corporate standards
- Interface with multiple business lines, marketing and project managers to scope deliverables, assign/coordinate resources, and provide high quality deliverables within schedule
- Recent projects include: Redesign of etrade.com prospect site, design of new E*TRADE mobile platform, UI and design of global trading platform, redesign of mutual fund trading experience, design of extensive financial networking community website

TD Waterhouse Investor Services, Inc.

March 2000 - October 2004

Senior Web Graphic Designer/Manager – Customer Communications

- Create, produce, art-direct and optimize online advertising campaigns for external marketing through third-party portal sites including MSN, Yahoo, Motley Fool, AOL
- Oversee multiple large scale marketing projects from drafting initial creative brief, scheduling, leading team meetings, obtaining legal/executive approvals, and fulfilling the finished creative
- Manage & art-direct advertising agencies and third party vendors
- Manage the front-end integration of new site components and technology
- Participated in two complete redesigns /rearchitectures of tdwaterhouse.com
- Coordinated with offline & print campaigns to produce a united brand message across channels

Microsoft Corporation

April 1998 - March 2000

Assistant Ad Design Manager, MSN Sidewalk.com, New York Division

- Manage in-house staff of ad designers
- Design local New York online advertising including websites, animated banners and tiles for Microsoft's Sidewalk.com and MSN websites
- Consult with merchants to develop and execute effective online advertising
- Service and maintain all existing advertising merchants
- Lead designer for select national accounts including Bloomingdales, B. Dalton, Rite-Aid, New York Life
- Train and familiarize all new Ad designers with procedures and software

Experience

FRANK & JEFF LAVATY & ASSOCIATES

January 1996 – April 1998

Artist's Agent

- Represent and solicit illustration work on behalf of 150 artists nationwide
 - Competitively negotiate fees and usage for all incoming illustration projects
 - Recruited and developed all new artists
 - Designed all advertising materials including direct mail and directory advertising
 - Serviced a client base of over 600 ad agencies, publishing houses and design studios
-

FREELANCE DESIGNER/ILLUSTRATOR

January 1995 – Present

- Provide complete design service including print design, internet advertising and illustration
 - Clients include: APMEX, Shaw Funding, E*TRADE Financial, Combat Judo, Hudson Yudanshankai Priceline.com, Guideposts Magazine, Angels on Earth, McGee's, McGraw-Hill, Scholastic, The Playwright Tavern, Lavaty & Associates, Printers Resource Group, Wireless Plaza
-

Education

NEW YORK INSTITUTE OF TECHNOLOGY - New York, NY

M.A. Communications/Advertising – 2005, With Distinction (4.0 GPA)

SCHOOL OF VISUAL ARTS - New York, NY

B.F.A. 1995, cum laude

Awards & Honors

- Recipient: 2007 E*TRADE Marketing Performer Award
- Recipient: 2006 E*TRADE President's Award
- Nominee: 2006 Webby Awards, Financial Services
- Recipient (Team): 2005 Webby, Best Online Banking
- Recipient: New York Institute of Technology Graduate Scholar Award, 2003-2005
- Recipient: TD Waterhouse Annual Award of Excellence 2002
- Recipient: TD Waterhouse Quarterly Award of Excellence Q2 2002
- Nominee: Financial Communication Society Online Design Award, 2001
- Recipient: School of Visual Arts Portfolio Scholarship
- Recipient: School of Visual Arts Chairman's Merit Award