

CAREER HIGHLIGHTS

AWARDS

Emmy Award

"Outstanding Team Studio"
Games of the XXX Olympiad
NBC Sports

Emmy Award

"Outstanding Graphic Design"
Triple Crown
NBC Sports

INDUSTRIES

- Film
- Television
- Advertising
- Social Media
- Broadcast Media
- Design
- Entertainment
- Fine Art
- Graphic Design
- Media Production
- Motion Pictures
- Online Media
- Sports

EXPERTISE

- Creative Direction
- Art Direction
- Motion Design
- Video Production
- Video Editing & Compositing
- Graphic Design & Typography
- Digital Media Production
- Creative Strategy & Concept Development
- Visual Storytelling & Storyboarding
- Project Management & Team Leadership
- Client Relations & Presentation Skills
- Collaboration & Team Collaboration
- Trend Analysis & Innovation
- Brand Development & Campaign Management
- Budget Management & Resource Allocation

OBJECTIVE

Seeking opportunities as a **Creative Director, Art Director** and **Motion Designer**.

EXPERIENCE

ERNST & YOUNG (EY), New York, NY

2022 – 2024

One of the "Big Four" accounting firms, with lasting strong reputation globally in the fields of auditing, consulting, tax services, and advisory.

Motion Designer/Editor | Contractor

Immersive Design

- Designed and animated motion elements for EY's Metaverse experience, creating engaging and futuristic visual content.
- Reimagined EY in the metaverse, creating immersive galleries and virtual spaces where clients from around the world can connect and collaborate.

Social Media

- Utilized AI tools to amplify EY's social media presence, significantly boosting audience interaction.
- Produced social media videos for EY's LinkedIn network, delivering updates and insights.

Editing

- Produced and edited high-quality corporate videos and CPA SHRM-CP Certification webinars, ensuring professional and impactful presentations.
- Edited corporate talking head videos and designed lower thirds and informative graphics to enhance visual communication.
- Certification webinars, ensuring professional and impactful presentations.

MADISON SQUARE GARDEN (MSG), New York, NY

2021 – 2022

One of the most iconic and well-known venues in the world, with a rich history and a strong reputation in various areas, including sports, entertainment, and cultural significance.

Art Director | Contractor

Brand Development & Campaign Management

- Developed brand strategies for the sports teams Knicks, Rangers, Islanders, NJ Devils, and Red Bulls, enhancing visual impact and fan engagement.
- Collaborated with multiple sportsbooks, integrating their brands seamlessly into gameplay.

Digital Media Production

- Directed the production of captivating LED advertisement screens at MSG, showcasing high-profile sponsors and enhancing viewer experience.
- Teamed up with MSG and NBA sponsors to promote their brands through a 360° campaign.

Trend Analysis & Innovation

- Leveraged Cinema 4D, Redshift, After Effects, Premiere, and Figma to create visually stunning designs and edits that captured audience attention.
- Researching motion design trends in the sports industry to stay fresh and relevant while engaging fans.

EDUCATION

CALIFORNIA INSTITUTE OF THE ARTS (CalArts)

Valencia, CA

Character/Experimental Animation

Master of Fine Arts (MFA) 2000-2002

RHODE ISLAND SCHOOL OF DESIGN (RISD)

Providence, RI

Film/Animation/Video

Bachelor of Fine Arts (BFA) 1996-2000

SOFTWARE

- Adobe Creative Cloud
 - After Effects
 - Premiere
 - Photoshop
 - Illustator
 - InDesign
 - Media Encoder
- Cinema 4D
- Figma
- AI
 - Midjourney
 - Runway
 - Sora AI

CERTIFICATIONS

Adobe Certified Expert (ACE)

SYNCHRONY, New York, NY

2019 – 2021

Prominent consumer financial services company in the U.S., well-known for its partnerships with retailers, businesses, and healthcare providers.

Motion Designer/Editor | Contractor

Creative Strategy & Concept

- Spearheaded the creation of motion design elements for national advertising and marketing campaigns, setting new standards for visual storytelling.
- Responsible for conceiving and executing television and streaming campaigns.

Collaboration & Interpersonal Skills

- Conceptualizing and executing creative projects, collaborating with team members, ensuring adherence to creative briefs, and presenting work to stakeholders.
- Collaborated closely with Art Directors and Copywriters to produce immersive, interactive content that resonated with diverse audiences.
- Focus on award-winning creative work and the opportunity to influence both B2B and B2C marketing strategies.

Graphic Design & Typography

- Developed a cohesive branded motion graphic design language for national marketing campaigns, enhancing brand recognition and appeal across all media.

SMOKE & MIRRORS (S&M), New York, NY

2016 – 2017

A renowned post-production and VFX company, known for its high-end visual effects, color grading, and finishing services across advertising, film, and digital content.

Art Director | Contractor

Graphic Design & Typography

- Led the design studio of 7 motion designers and animators, providing art direction for high-profile clients such as Samsung, Buick, and Heineken, resulting in visually compelling campaigns.

Client Relations & Presentation Skills

- Created visually striking pitch decks and mood boards that strengthened client/studio relationships and secured new business opportunities.
- Secured returning clients to expand existing campaigns and collaborate on future projects.

NBC SPORTS AND OLYMPICS LONDON 2012, SOCHI 2014, RIO 2016 & PYEONGCHANG 2018,

2012 – 2018

New York, London, Sochi, Rio, PyeongChang

NBC Sports is known for its top-tier production, expert commentary, and broad coverage of major sports like the NFL and Premier League. NBC Olympics is acclaimed for its exclusive, immersive Olympic Games coverage and global storytelling.

Motion Designer/Editor | Contractor

Creative Strategy & Concept Development

- Led rebranding of NBC Sports/NBC Sports Network, driving a 25% increase in viewership.
- Partnered with sponsors to promote high profile sporting events.

Graphic Design & Typography

- Designed Emmy Award-Winning graphics for the London Olympics.

Brand Identity

- Developed comprehensive toolkit graphics packages for the Sochi, Rio, and PyeongChang Olympic games, setting new standards for broadcast design.

FREELANCE CLIENTS

- Showtime
- Brand New School (BNS)
- Sibling Rivalry
- BigStar
- Cosmo Street
- Charlex
- 321 Launch
- Significant Others
- Carbon VFX
- O/DD
- Osmosis (Ruder Finn)
- Friendshop
- Nomad
- Transistor
- Area 23
- Studio RX
- PXP Studio
- Digitas
- Publicis
- J. Walter Thompson
- BBDO
- Havas Worldwide
- Deutsch
- Huge
- Droga5
- EP & Co.
- Viceland
- Hi From the Future
- Moondog (Carousel)
- Calvin Klein (PVH)
- Not to Scale
- Nitrous
- Lava
- No.6 Edit
- Arcade Edit
- Industrial Color
- Yes Network
- Comedy Central
- TruTV
- ABC News
- CBS News
- Ntropic
- Zealot
- Mechanism
- Parkwood Entertainment
- Beyonce & Jay-Z's
"On the Run World Tour"
- Lady Gaga & Tony Bennett's
"One last Time"
- Chiwetel Ejiofor's
"Rob Peace"

NBC UNIVERSAL (COMCAST), New York, NY

2011 – 2018

Recognized as a media powerhouse with a strong reputation for producing and distributing high-quality content across film, television, and digital platforms.

Motion Designer/Editor | Contractor**Brand Identity**

- Rebranded MSNBC, SYFY, and transformed Sprout into Universal Kids, significantly enhancing network identities.

Graphic Design & Typography

- Animated and edited engaging promos and original IP for SYFY, USA Network, Bravo, and Oxygen, driving viewer engagement.

FRAMESTORE, New York, NY

2015 – 2016

Renowned for exceptional visual effects and creative services, the company delivers high-quality work in films, commercials, and immersive experiences, earning praise for its VFX, animation, and VR/AR projects.

Motion Designer/Composer | Contractor**Graphic Design & Typography**

- Designed and animated visually compelling commercial spots for Dell's "We Love Your Work" campaign, enhancing brand perception.

Visual Effects & Typography

- Contributed to the graphic elements for Alex Gibney's documentary "Zero Days," delivering impactful visual content.
- Designed and animated the title sequence for Alex Gibney's documentary "Going Clear."

MODERN POST, New York, NY

2014 – 2015

Modern Post is renowned for its expertise in editing, color grading, and finishing, consistently delivering high-quality results for top film and TV projects.

Motion Designer/Editor | Contractor**Editing**

- Created, animated, and edited various commercial spots for Reed Krakoff and other prestigious clients, delivering high-quality visual content.

OGILVY MATHER/HOGARTH

2014–2015

(GRAMERCY PARK STUDIO, TOWNHOUSE), New York, NY

Ogilvy Mather is known for its global advertising expertise, delivering impactful campaigns across media. Hogarth, Gramercy Park Studio, and Townhouse enhance this with top-tier production and creative services.

Motion Designer/Editor | Contractor**Graphic Design & Typography**

- Animated and edited compelling case studies for brands such as IBM Watson, Lenovo, and Jägermeister etc., driving brand engagement.

GREY WORLDWIDE (TOWNHOUSE), New York, NY

2013–2015

Known for cutting-edge creativity and strategic insights, the agency delivers impactful global advertising campaigns, solidifying its leadership in the industry.

Motion Designer/Editor | Contractor**Graphic Design & Typography**

- Animated and edited visually striking case studies and commercial spots for clients including Canon, Papa John's, and Volvo, enhancing brand visibility.

THE MILL, New York, NY

2014–2015

The Mill is renowned for exceptional visual effects and high-quality post-production, delivering innovative content across film, TV, and advertising.

Motion Designer/Editor | Contractor

Graphic Design & Typography

- Art directed, animated, edited, and color corrected “NFL Now,” high-impact commercial spot for Super Bowl XLVIII, captivating a national audience.

Team Management

- Concepted, Art Directed and Animated KPMG ‘s “We Shape History.”
- Led a team of 4 designers and excuted final 2 minute piece and went above and beyond the client’s expectations.