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EXPERIENCE

Spirit Halloween, Remote September - October 2023 - Packaging Designer

Used style guides to update and edit a wide range of retail packaging projects.

Lixil Water Technology, NY February - May 2023 - Graphic Designer

Created point of purchase displays, print/digital ads using brand guidelines.

Fresh, NY July - October 2022 - Print in-store POS Designer

Worked with the visual merchandising team on conceiving, producing, and delivering design work. Created window designs, fixture graphics, store signage, gondolas, endcaps, and displays.

Acme Smoked Fish, NY May 2016 - March 2022 - Brand Projects: Acme, Blue Hill Bay and Ruby Bay

Created packaging, trade show signs, print materials, web banners, ads, social media images and postcards.

June Jacobs, NY May 2016 - Design images for weekly homepage & email promotions.

Alessandro & Weber, NY April 2016 - CPG Packaging

Created line art and refined labels for Fabuloso cleaner. Updated Packaging designs for Goya Foods.

iNDEMAND, NY November 2013 - March 2016 - Print / Web Design Projects

Concept, design and production for branding projects, MLB print & digital ads in this ongoing client relationship.

Sea Oats, NY October 2013 - March 2016 - Luxury Resort Identity

Concept, design and production for logo, stationary, postcards, look books, rack cards and constant contact email blasts in this ongoing client relationship.

Landor, NY September 2015 - Work with team on J. P. Morgan brand guideline books.

Combe, NY August - September 2015 - Packaging Designer

Explored and designed a new packaging system for Just For Men hair care products.

Mad Projects, NY June 2015 - Packaging Designer

Created box dielines for Levi's underwear, socks, and lounge wear.

Shake Station, NY March 2015 - Restaurant Identity

Concept, design and production for logo, outdoor & indoor signs, menu and facebook images.

Le Métier De Beauté, NY May - June 2013 / June - October 2014 - Branding Projects

Concept, design, production for booklets, cards, facebook images and packaging in this on going client relationship.

Fahrenheit 212, NY June 2014 - Packaging Ideas

The strategy team had a new Arm & Hammer product and I created several ideas to package it.

Dragon Rouge, NY April 2013 - Packaging and Logo Design

Concept, design for a Dannon yogurt.

Khoi Body Lotion, NY September 2012 - Packaging

Concept, design and production for labels, brand color palette and business cards.

Wolff Olins, NY May 2012 - Style Guides and Booklets

Responsible for designing and editing a brand guideline book, mock-ups and oversized foldouts.

Blue Man Group, NY July – August 2011 - Print Production

Resized an Ad campaign for wide range of formats: billboards to web banners.

C.Wonder Retail Store, NY May – June 2011 - Packaging

Concept, design and production for package design for Home & Electronic products.

Art Angler Art Gallery, NY March 2011 - Identity

Concept, design and production for logo, business cards, email blasts, website and catalog.

Pinnacle Brand Consultants, NY September 2010 – 2012 - Presentation and Sales Materials

Created Keynote presentations for Audience Theory. Designed a catalog and trade show banners for a men's brand.

Urnex Brands Inc, NY April 2007 – October 2008 - Packaging, Icons and Sales Materials

Concept, design and production for packaging, logos, icons, trade show banners and web materials.

EDUCATION

New York City College of Technology, B.A. in Communication Design - Brooklyn, NY - Fall 2007

Johnson & Wales University, B.S. in Business Marketing - Providence, RI - 1991 - 1995