

- Experience/Seeking** Creating, curating and massaging big ideas that deliver on brand strategy in unexpected ways through hands-on visual design and effective team growth strategy. Photography and shoot planning, information design, clear user experiences and social campaigns.
- Partial client list** **Auto** Land Rover, Lincoln, Mercury, Jaguar | **B2C** Bosch, Brita, Callaway Golf, Hilton, Jenny Craig, Mattel, Sony, Southern California Edison, Venue | **B2B** Accenture, Advisys, Beckman Coulter, Young & Rubicam Brands, Branding Business (multiple clients) | **Ecommerce** Beckman Coulter, CandleBouquet, Venue, vWise | **Entertainment** Disneyland Resort, Mann's Chinese Theatre, Segasoft, Universal Studios, The Doors, Herbie Hancock | **Fashion/Beauty** Jack Winn Pro, Jenlari Jewelry, Jessica Simpson, Wet Seal | **Healthcare** Bergen Brunswig, Beckman Coulter, Toshiba Medical | **Non-Profit** Starlight Children's Foundation | **Tech** Sony, Yamaha Pro Audio
- Select results** Created a professional beauty brand that averaged 8-20% growth month over month consistently for 4 years. Online media returned an average of \$160/1 spent. Saved client over \$10k/month with a visual system utilizing standard product photos to create bold, fashionable feature photography. Pre-launch and launch of hundreds of products including several new vehicle launches for top US luxury brands.
- Sep 03 - Present PixelSauce - **Contract Creative Director / Art Director**
Brand & identity development, packaging design, product photography. Visual design, marketing, concepts and props for short film, North Star. Concept and design websites (including IA, UX, UI), online ads, landing pages, email campaigns, animations and presentations. Clients include Jessica Simpson, Jenny Craig, Wet Seal, Toshiba Medical.
- Dec 14 - Present Jack Winn Pro - **Contract Art Director**
Created identity for brand and sub-brands, packaging, web design, social media design, printed materials, writing, photography.
- Mar 10 - July 11 Beckman Coulter - **User Experience & Information Architect**
Developed UX and IA for a 4,000 page eCommerce site redesign including a new content management system, created a system for migrating complex content and instruction for the use of the new system for business groups. Assessed and accommodated widely varied business group and customer needs.
- Sep 08-Dec 09 Young & Rubicam Brands / Wunderman - **Contract Art Director**
- Mar 05-Jul 05 Created award-winning direct mail from concept to design for Southern California Edison. Designed several micro-sites for Accenture, an e-commerce site for Venue and a product launch microsite for Callaway Golf. Created concepts, designed and developed online media for Hilton.
- Apr 06-Aug 06 Brilliant Blue - **Creative Director**
Created websites, branding and identity for regional clients. Managed a relatively inexperienced team to foster a more efficient ideation and design process for each member. Streamlined communications and processes between sales, production and creative departments to improve profitability and client satisfaction.
- Jun 99 - Sep 03 Young & Rubicam Brands / Wunderman - **Associate Creative Director**
Managed a staff of artists, writers and freelance talent creating websites, animation & game design, online media and digital brand communications. Responsible for client presentations, recommendations for and review of creative briefs, campaign concepts, interface, information architecture and user experience design, major photo shoot planning, creative direction and creative project management.
- Apr 97 - Jun 99 PixelSauce - **Contract Creative Director / Art Director**
Created corporate and product identities, websites and interactive CD-ROMs from concept to code. Clients included Segasoft, Universal Studios, Mann's Chinese Theater, Starlight Children's Foundation, Yamaha Pro Audio.
- Sep 94 - Apr 97 Graphix Zone - **Managing Art Director**
Lead a staff of artists and contractors in the creative development and planning of 3D environments and interfaces for entertainment CD-ROMs, games and websites. Managed staff across multiple brands/projects.
- Feb 89 - Sep 94 Bergen Brunswig - **Graphic Designer, Multimedia Designer, Typesetter**
Produced print and multimedia materials from concept to completion including annual reports, brochures, product catalogs, identity/logo design, magazines and multimedia presentations. Hired photographers and managed photo shoot concepts, scheduling and art direction.

Education

Lifelong Voracious Learner

I am always trying to learn something.

Art, Design and General Studies

California State University Long Beach

Art, Computer Graphics and General Studies

Orange Coast College

Business, Writing and General Studies

Rancho Santiago College, Saddleback College

Marketing, Advertising, Presentation

UCI Extension

Usability & User Experience, Information Design

Forester Research Workshops, Edward Tufte Seminars

Flash, Actionscript, HTML, CSS

Lynda.com In-Person Workshops & Web training

Adobe Suite, Photography, Marketing Strategy, More

CreativeLive.com

Traditional Animation

Learning Tree University

Selling Creative, Creative Management & Productive Brainstorming

Y&R Management Training

3D modeling & texturing, Animation, Audio, Video, Programming

Foundation for Educational Achievement 20-week Workshop

Additional completed trainings or subscribe to:

Masterclass, Craftsy, Fletcher Method, many other courses

Awards & Recognition

One Show, OC Ad Club, Belding, IAAA.

Featured in Books

Graphis Interactive Annual 2 (featured twice),
In Your Face: The Best of Interactive Interface Design, Digital Graphics & Interface.

Skills & Software

AI fluent (Midjourney, ChatGPT, various voice and video),
Adobe Creative Suite including expertise in Photoshop (retouching, design), Illustrator, InDesign,
Notion (including building templates), Wordpress with Elementor and Woocommerce integrated with Printify, MailChimp,
Photography, HTML, CSS, 3D texture mapping, SEO, IA, UI, UX, Google Fluent (Docs, Sheets, Slides, Analytics),
Apple Fluent (Keynote, Numbers, Pages), Microsoft Literate (Powerpoint, Excel, Word).
Social media fluent (Instagram, Facebook, Threads, Pinterest, TikTok, Twitter, YouTube), long-time blogger and
community builder/manager, study and implement gamification, mentoring and coaching a community of thousands.

Interests

Progressive politics, photography, charities, filmmaking, painting, writing, reading, crafting, miniature gardens.

References

Available upon request.