

Art Director PRN

July 05 to present

Responsibilities include conception through final design and delivery of graphic-intensive in-store advertising spots; branding; logo design. Along with the Design Director, help manage the Broadcast Design team + contractors.

Principal DamageControl

November 97 to date

DamageControl is primarily a motion design enterprise with the occasional foray into information design.

Projects included complete on-air package design, complex information design to explain concepts such as wireless technology and data flow management, as well as identity, branding, and website design. Recent clients include BBC America, Premier Retail Networks, Ruckus Networks, Autumn Productions, eMotion studios, Video Arts, Angel Networks (NYC based ISP), MeetingHouse Data (NH based tech firm).

Course Instructor Expressions for the Arts

July 05 to date

Design and teach Motion Graphics 2 and Advertising Concept 2 at Expression for the Digital Arts, Emeryville, CA.

Art Director TechTV

April 98 to July 04

TechTV was the category-defining cable and satellite network, showcasing the smart, edgy and unexpected side of technology. The station logged a monthly average of 1.6 million unique visitors to techtv.com and was available in over 43 million Nielsen homes in the US and distributed content to more than 70 countries.

Led a 7 person in-house design team that was responsible for most show package designs, on-air promotional graphics, as well as marketing and PR needs. Designed and directed all aspects of the channel identity and branding, as well as the unique information interface needs of our station, including interactive live-feed financial data (using Vertigo Media designed software run on a Frost system with data fed by a hyper-feed), live "CNN-style" ticker design (Duet system), and an interactive tv-prompted online game we called "hyperactive." Produced strong design while smoothly interfacing with producers, designers, engineers and studio/control room people. Analytical side allowed the juggling of budget (usually small), resources (usually stretched), technology (often being built as we designed) and deadline (usually yesterday) to help produce dynamic graphic packages that helped the station attract viewers while getting a large amount of information out to them. Problem solving with a high attention to detail was a specialty.

Designer Rough House Editorial

July 95 to Nov 97

Rough House Editorial is a San Francisco based post-production facility.

Was the initial in-house graphic designer for the company, responsible for building and maintaining the entire graphics system, as well as all client design needs small and large,

Designer/ Writer/ Interactive Producer All Over Los Angeles

February 93 to March 95

Los Angeles is a sprawling metropolis of nearly 10 million people.

Freelanced as a writer for the LA Weekly, LA Reader, and a creative shop known as the Bomb Factory. Freelanced as a designer for Mad River Post, Fuel, Gravy, Editel, The Bomb Factory and various other now-defunct design shops and post-production boutiques. Also beta-tested After Effects (then know as CoSA) at the Bomb Factory, as part of a team creating graphics for a music video while helping the software writers tweak the interface and features for real-world animators on a deadline.

Designer/interactive producer at Crest Films, a small Santa Monica production company which was developing a Major League Baseball and Backdraft/firefighting game for Sega USA. Worked closely with a baseball statistician, film director, editor and game coders to create a series of short "baseball events" that would trigger various consequences depending on certain chance as well as criteria being met. These events were then placed into a complex flow chart and coded into a crude 3 inning game between 2 teams to be evaluated by Sega.

Operations Manager Barnes and Noble, NYC

January 90 to March 93

Barnes and Noble/B. Dalton launched a "superstore" on 6th Avenue and 8th Street in 1990.

While attending Columbia University full time, was Operations Manager of the 3 floor B. Dalton's bookstore. Responsible for all non-merchandising aspects of the store including managing of all employees, meeting payroll, inventory flow, scheduling, book signings, and all aspects of cashflow. While there my photographs were chosen and purchased to adorn the store (they are still there); also oversaw the window display design.

Education

Post-Graduate **Art Center at Night, SF**, Courses in User Experience Design, Branding, and Logo Design.
California College of the Arts, SF, Courses in Branding, Identity Design & Interior Design

Undergraduate **Columbia University, NYC**, B.A. in Art History with a concentration in Fine Art

SUNY Stony Brook, Engineering (fled after 2 years when I realized I didn't want to hang around engineers ALL the time; transferred to Columbia with enough math & science credits to allow me to pursue fine art as well as degree track classes)

Software/Skills

After Effects, Photoshop, Illustrator, Final Cut Pro, Image Ready, Dreamweaver, Fireworks, Flash, Microsoft Office, Flame, Quark, iNews