

EXPERIENCE

Freelance Senior Art Director | 8.2012 - 4.2013

JUICE Pharma Worldwide | New York, NY

Clients: *Exjade, Picato, Xyntha, Benefix, Xeljanz*

- Helped developed a new global campaign (Thalassemia patients) for the EXJADE team. Provided art help for both print and digital in the HCP and Consumer line of business.
- Art lead for the post-work for the PICATO consumer website. Worked with IAs and web developers to help bring the newly designed website live.
- Worked on developing websites, flash banners, iPhone app and iPad app. Maintained brand consistency across the Pfizer brands.

Senior Art Director | 7.2011 - 8.2012

Euro RSCG Life Metamax | New York, NY

Clients: *Avonex, Tysabri, BG-12, Biogen Idec, US*

- Primary art lead in strategic and visual development for all patient and HCP marketing materials that drive the client's short, medium and long-term goals.
- Manage and supervise freelance art directors while supervisor was on long-term leave of absence.
- Traditional and interactive art direction; help to develop the overall branding guidelines which included core and ancillary collateral in print, video, web and iPad applications from concept through completion.

Art Director/Senior Art Director | 4.2010 - 7.2011

AgencyRx | New York, NY

Client: *Exjade, Novartis Oncology, US and Global*

- Developed and designed new campaigns, logos, and branding guidelines for new programs and initiatives for the biggest and busiest account in the agency.
- Worked closely with copywriters to develop new and exciting content with various layout options.
- Managed other art directors.

Art Director/Design | 2006 - present

Freelance (self-employed) | New York, NY

Clients: *Chen Dance Center, Columbia University, Breakthrough, Asian American Business Development Center (AABDC), Niall Kelly Associates, Talking Heads, Saxon Grill, Transfiguration Church and School, Urbane Productions, Inc, CAIPA*

- Managed and developed strong visual concepts with clients and kept within budget.
- Created sophisticated branding systems which included logos, stationary set, brochures, annual reports, posters, signage and interactive banners.
- Established successful marketing strategies. Served as a liaison between client and print vendor.

Art Director | 6.2005 - 11.2009

Watson Earl and Partners | New York, NY

Clients: *American Management Association, Chess in the Schools, SAP, Cinema Screen Media, mygolflifestyle.com, Partnership for Prevention, Con Edison (NY), Accent Energy (NY), Sussex Skyhawks*

- Worked in print advertising and direct marketing to create print advertisements, brochures, posters, direct marketing materials and online banners.
- Worked closely with copywriters and designers on various projects.
- Responsible for directing photo shoots; scanning and retouching photos.

SKILLS

PC/MAC OS platform
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Dreamweaver
Microsoft Office
Quark

AWARDS AND ACHIEVEMENTS

Logos featured in iheartlogos: Season two and three book 01.2012, 01.2013

Featured in Adweek 'Creative' section for Accent Energy (NY) television commercial 11.2007

School of Visual Arts Senior show 4.2005

'Ayuda for the Arts' scholarship award recipient 4.2004

EDUCATION

School of Visual Arts
Bachelor of Fine Arts:
Advertising
2005
New York, NY