

PROFESSIONAL HISTORY

Principal - Mr. Grey Design / Aug 2006 – Present / 209 Clinton Ave, Brooklyn, NY

- + Conceive, create, and carry out identity campaigns that power new and revamped restaurant, hospitality, retail, and luxury brands
- + Spearhead client acquisition and manage branding projects through fruition
- + Art Director for all print and digital products

Project Highlights: BioFulcrum identity, Solid Biosciences logo, Amex / Peter Max gift cards, Quest Diagnostics appointment mobile app, Zen Palate identity redesign

Senior Designer - Thinkso / Jan 2013 – June 2015 / 236 West 30th St, New York, NY

- + Developed the identity for agency's largest client
- + Designed and developed themes and ancillary material for client conventions
- + Managed projects from ideation through production

Project Highlights: KCG brand vision book, KCG annual report, All Breed Training & Rescue logo and identity system, Oportun logo and identity system

Art Director - AgencySacks / Mar 2011 – Dec 2013 / 345 Seventh Ave, New York, NY

- + Specialized in content for high-end luxury products and firms
 - + Primary Art Director for all mobile and online projects
 - + Primary Art Director for identity and branding projects
- Project Highlights:* Douglas Elliman website redesign, Fontainebleau identity redesign and web advertising, Rosewood web advertising, Leading Hotels of the World print and web advertising

Senior Designer - Graj + Gustavsen / Jun 2007 – Sep 2008 / 156 Fifth Ave, New York, NY

- + Designed and developed identity and packaging systems for several apparel brands
 - + Researched and presented imagery, logos, and graphics for client mood boards
 - + Designed and constructed brand build-outs and client presentation materials
- Project Highlights:* Harley-Davidson apparel logos and packaging, Köppen logo and packaging, Haspel logo and identity redesign

Senior Designer - slover [and] company / Jul 2003 – Jul 2006 / 584 Broadway, New York, NY

- + Developed more than 20 logos, along with packaging, signage, menus, and identity manuals for Wynn Las Vegas
 - + Designed, developed, and project-managed outdoor advertising campaigns
 - + Managed logo and identity projects throughout the studio
- Project Highlights:* Wynn Las Vegas crest, Wynn Encore logo, DB Brasserie menus, Goldenpoint outdoor advertising, Uno Chicago Grill menu and collateral design

Creative Director - Wishbone ITP / Jan 2002 – Jun 2003 / 245 Fifth Ave, New York, NY

- + Managed a studio of five designers
 - + Collaborated with the head copywriter to develop award-winning branding campaigns
 - + Used proprietary process to craft new-product introductions
- Project Highlights:* Levitra logo, EpiPen "Play It Safe" campaign, Plavix DTP mailers

Instructor – F. I. T. / Sep 2001 – Dec 2001 / 227 West 27th Street, New York, NY

- + Visiting professor
- Classes:* Intro to Computer Design & Intro to Packaging Design

Designer - slover [and] company / Apr 2001 – Aug 2001 / 584 Broadway, New York, NY

- + Developed logo exploration and concepts for clients' new marketing initiatives
 - + Designed and created packaging comprehensives for marketing programs
 - + Developed style guides for new logos
- Project Highlights:* Cartier Centennial logo (brass-plate version at 52nd & Fifth), Leading Jewelers of the World identity (won the firm the W.B. David campaign)

Designer - Frankfurt Balkind / Nov 1999 – Mar 2001 / 244 East 58th Street, New York, NY

Project Highlights: Cornerhardware.com logo, Goldman Sachs identity, Sanctum identity

Designer - Daniel Scharfman Design / Sep 1996 – Nov 1999 / 594 Broadway, New York, NY

Project Highlights: Chase Workspace identity, Columbia Law School Magazine

SKILLS

- + InDesign, Illustrator, Photoshop, and After Effects
- + HTML, CSS, JavaScript, and jQuery
- + UI/UX for web and mobile
- + Branding and identity expertise
- + Identity and style guide design and copywriting
- + Art and photo direction
- + Leader and mentor to team members

EDUCATION

Noble Desktop

Certificate in Web Design
Awarded January 2016

Fashion Institute of Technology, State University of New York

B.F.A. in Graphic Design
Awarded June 1996
Graduated Cum Laude

A.A.S. in Advertising Design
Awarded June 1993
Graduated Magna Cum Laude

INDEPENDENT COURSEWORK

The New York Code + Design Academy

- + User Interface & User Experience Design 101

Noble Desktop

- + Web Development Level 1
- + Web Development Level 2
- + JavaScript & jQuery
- + Mobile & Responsive Web Design
- + HTML Email
- + Photoshop for Web Design & UI

BRIC Media Education

- + Motion Graphics with After Effects
- + Video Editing with Premiere

Aquent Gymnasium

- + Coding for Designers
- + UX Fundamentals

ORGANIZATIONS

AIGA

Supporting Member

Freelancers Union

Member