

SENIOR ART DIRECTOR

Leverage creative background to concept, design, direct, and manage exceptional brand experiences.

Skilled at directing engaging creative content. Lead creative implementation and management projects from scope, concept, execution, through final completion.

Track record of creating award winning campaign experiences across multiple accounts. Experienced at providing creative direction, result driven social media content, exceptional digital design and corporate brand presence.

- Creative Campaign Direction
- Responsive Web Design
- Social Media Brand Experiences

- Corporate Branding
- Problem Solving Design Solutions
- Future Client Pitch Development

Art Direction | Web Design | UI Design | Graphic Design | Concept Creation | Illustration | Logo Design | Ideation

PROFESSIONAL EXPERIENCE

GLOBAL TEAM BLUE, Dearborn, MI
Senior Art Director

2007 - 2017

Ford, Lincoln, Etch-a-Sketch, Nanoblock, Purina, Spotify

Worked as a creative lead on fordvehicles.com and lincoln.com, along with playing a creative role among numerous other brand experiences. Daily tasks include integrating a strong focus on ideation, art direction & design fulfilling multiple layers of direction.

- Provided daily direction to a Build & Price creative team on roughly 22 nameplates/year (majority of which are fully configurable) for both Ford and Lincoln brands for a section of the site that receives over 60% of the site traffic.
- Played a critical role in consolidating the Build & Price site configurator asset creation, from several outside vendors to a single internal vendor – thus providing WPP an additional source of revenue that normally would be lost to outsourcing.
- Worked closely with the Buenos Aires development team to rebuild the creative experience of the Ford Police Interceptor site.
- Worked closely with Ford Credit as a creative lead to develop a richer and more user-friendly credit approval user interface and process within the site.
- Led a project creative team to design, develop and implement numerous helpful site wide search page enhancements that would greatly enhance the user experience across both Ford and Lincoln brands.

CAMPBELL-EWALD, Detroit, MI
Senior Multi Media Art Director

2006 - 2006

Chevrolet

Worked as a creative lead on chevrolet.com web experience. Daily tasks included providing design direction and implementing numerous site adaptations to promote the Chevy web identity.

- Lead the redesign of the Chevy Performance web experience.
- Concepted and developed ideation for incorporating the Transformers movie into the Chevy web experience.
- Concepted and ideated numerous campaign digital experiences revolving around the launch of the Chevy Camaro.

ORGANIC, Troy, MI
Designer

2005 - 2006

Jeep
Served as the lead Designer on the Jeep brand web site. Projects involved creative executions expanding multiple levels of www.jeep.com and numerous other interactive web elements which embraced and expanded upon the Jeep brand.

YOUNG & RUBICAM, Dearborn, MI
Junior Art Director

2003 - 2005

Mercury, Lincoln
Worked as creative lead on the Mercury digital brand. Highlighted projects included redesigning the Mercury vehicles web site (www.mercuryvehicles.com), and creating numerous conceptual design elements involving "Meet The Lucky Ones", an online web series.

OAKLAND UNIVERSITY, Rochester, MI
Web Designer

2001 - 2003

Worked creatively to develop an online presence for Oakland University. Conceptualized and created numerous forms of new media for the University, including redesigning some of the more crucial areas of the site itself.

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Design, College for Creative Studies, Detroit, MI

AWARDS & ACCOMODATIONS

MMA Award for Mobile Website of the Year
Global Bronze Award for best mobile optimized website
m.ford.com

Webby Award
www.mercuryvehicles.com
Mercury Automotive Website Design

WebAward by the Web Marketing Association
www.meettheluckyones.com
Best Advertising Website

Lester Wunderman Award
Meet The Lucky Ones

IABC
Interactive - First Place

Caddy Award
Lincoln Mercury, "Meet the Lucky Ones"
Best Web Site – Automotive

Caddy Award
Jeep Web Site (jeep.com)
Best Web Site - Automotive

Macromedia Site Of The Day
meettheluckyones.com

IABC
Best Of Show