

**CREATIVE 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 | Product Design | Illustration | UX Design | Ideation

**PROFESSIONAL EXPERIENCE****PIXELHIVE, Royal Oak, MI**  
Freelance Creative Director

2019 - Current

*GM, Chevrolet, Cadillac, GMC, Buick, Prolijo, MRM, McCann, US Bank, Canon*

Currently focused on a variety of Creative endeavors for global clients spanning the landscape of digital experiences, & other forms of brand/identity work. Providing UX/UI design exploration, experienced support, and assorted executions which aim to deliver unique solutions for various deliverables including micosites, email communications, and other online media deliverables. Other tasks involve providing Creative ideation, Art Direction, and design to help support numerous brands reach their strategic goals.

**CONCENTRIX, Farmington Hills, MI**  
Creative Director

2018 - 2019

*Ford, Lincoln, Nissan/INFINITI, Honda, Acura, Mazda, BMW, Lenovo, IMG Worlds of Adventure*

Worked as the primary point of contact on a multitude of creative projects while being responsible for strategy development and presentation of the final product to the clients. Daily tasks included leading and directing a creative team, overseeing projects from conception to completion, and managing the relationship with clients.

- Acted as the primary client contact on a variety of creative projects. Determined client objectives and developing expansive creative solutions to meet those goals.
- Translated clients' objectives into full scale creative strategies and directing creative teams in execution and implementation of projects.
- Managed creative projects from early phases of conceptualization to final completion.
- Presented creative strategies, concepts, and various levels of creative executions to clients and new business prospects.
- Collaborated with a team of art directors, copywriters and production managers to create and develop solutions, specifications, budgets and timelines.
- Directed creative teams in implementation of creative solutions, while managing and ensuring that all creative projects are being completed on demanding schedules and within budget.

**COMMONWEALTH // MCCANN**, Detroit, MI 2017 - 2018  
Freelance Sr. Art Director

*Manchester United, Chevrolet*

Worked as a Freelance Senior Art Director on the Manchester United and Chevrolet Digital accounts. Played a creative role in assisting the teams with global brand development, cross media ideation, and numerous large scale creative executions.

- Developed a variety of unique social media executions which spanned multitudes of platforms.
- Concepted and presented a variety of large scale campaign platforms.
- Assisted the teams in making sure daily deliverable requirements were met for numerous print, digital, and video executions.

**GLOBAL TEAM BLUE**, Dearborn, MI 2007 - 2017  
Senior Art Director

*Ford, Lincoln, Etch A Sketch, Nanoblock, Purina, Spotify*

Worked as a Digital Creative lead on ford.com and lincoln.com, along with playing a creative role among numerous other brand experiences. Daily tasks included integrating a strong focus on ideation, Art Direction & design which fulfilled multiple layers of direction.

**LEO BURNETT**, Troy, MI 2006 - 2006  
Freelance Flash Designer

*General Motors, James Hardie*

Worked as a Digital Flash Designer on a variety of General Motors and James Hardie Creative experiences. Oversaw projects from the beginning of the conceptual, design phase all the way through to the final animated deliverables.

**CAMPBELL-EWALD**, Detroit, MI 2006 - 2006  
Senior Multi Media Art Director

*Chevrolet*

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

**ORGANIC**, Troy, MI 2005 - 2006  
Designer

*Jeep*

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

**Wunderman, A Division of Young & Rubicam Group**, Dearborn, MI 2003 - 2005  
Junior Art Director

*Mercury, Lincoln*

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

## EDUCATION

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

## AWARDS & ACCOMMODATIONS

### **Marketing Campaign of the Year - Automotive - Vehicles**

American Business Awards  
Gold Stevie Winner  
Nissan Rewards Program

### **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

### **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**

The News @ OU  
Interactive - First Place

### **IABC**

The News @ OU  
Best Of Show