

Summary

Innovative Art Director, Brand and Graphic Designer with 30+ years of experience in conceptual design, packaging, digital and print advertising, editorial, logo/brand identity, marketing and web design for clients across industries. Highly creative, with a proven track record of successfully developing compelling, effective visuals that further each client's overall brand story.

Experience**DR. PRAEGER'S SENSIBLE FOODS****2017-Present****Art Director**

An all-natural, family-operated frozen foods company founded by cardiac surgeons

- Oversee all design-related aspects of packaging, branding, marketing, and advertising for a portfolio of 30+ consumer packaged goods and millions in corresponding annual sales
- Conceptualize, develop, and produce comprehensive packaging designs across diverse product categories, ensuring brand consistency while maintaining compliance with U.S. and Canadian regulations
- Developed and executed innovative packaging for 20+ new products and promotional items, collaborating with cross-functional teams, including sales, marketing, R&D, regulatory and procurement to achieve sales goals
- Serve as brand steward, establishing cohesion throughout all company deliverables, marketing initiatives and communications
- Art direct photo and video shoots, e.g., developing creative briefs, supervising on set, overseeing post-production retouching and color correction
- Pioneered the development and launch of a trial online store on the Shopify platform, managing all visual and logistical aspects to enhance direct-to-consumer sales
- Oversee website overhaul to align with new branding, improve SEO and create an engaging user experience
- Create digital and print ads for national and regional retailers, including Wegmans, Kroger, Instacart and Fresh Direct
- Write and edit copy for packaging, miscellaneous marketing materials and website content
- Manage final packaging production (e.g., work with printers throughout the prepress process, supervise print runs) to ensure quality results

JW GRAPHIC DESIGN**2012-2017****Graphic Designer**

A full-service graphic design consultancy with clients including Vicinity Media Group, The Forward, Informa PLC, Rose Brand

- Manage multiple projects from the idea stage to design, mock-up and final rendering to meet client expectations
- Develop new, creative designs (e.g., logos, brand bibles, marketing collateral and magazine layouts) while adhering to in-house branding/style guidelines of each respective client
- Present ideas, sketches, mock-ups, and prototypes utilizing Adobe Creative Suite to clients for review
- Manage continuous feedback loop with clients and stakeholders (e.g., comments, modification requests, ideas, etc.)
- Collaborate with clients to ensure work meets their specific needs, as well as brand style, history and culture
- Manage scheduling and workflow while maintaining flexibility to meet changing expectations and deadlines

NEW JERSEY SAVVY LIVING MAGAZINE**2004-2011****Art Director**

A high-end lifestyle magazine that served Northern and Central New Jersey from 2000-2011.

- Developed and executed innovative and visually compelling concepts for editorial layouts and cover designs, consistently aligning with the magazine's brand and editorial objectives
- Led the creative team in translating editorial themes into visually engaging and cohesive designs, ensuring a high standard of aesthetics and creativity across all visual elements
- Demonstrated the ability to thrive in a fast-paced, deadline-driven environment, consistently delivering high-quality design under tight timelines

Education**UNIVERSITY OF PENNSYLVANIA****Bachelor of Arts (B.A.) in Political Science with Concentration in Marketing****Skills**

Hardware [Mac OS, iOS, Windows]
Software [Adobe Design Suite, Microsoft Office]
Web & Email [WordPress, Shopify, Squarespace, Mailchimp, Constant Contact]