



PROFILE

Art Director with 20+ years of experience creating brand systems, campaign creative, retail graphics, environmental design, digital assets, and production workflows across corporate, ecommerce, entertainment, and retail environments. Strong hands-on designer and creative lead skilled at turning complex business needs into clear, scalable visual solutions across print, digital, retail, events, and executive-facing materials.

AREAS OF EXPERTISE

Art Direction
Brand Identity
Creative Strategy
Retail & Environmental Graphics
Print & Digital Design
Campaign Development
Multi-Brand Systems
Production Workflows
Executive Presentations
Vendor Management
Photo Art Direction
Ecommerce Assets
Adobe Creative Suite
Lightroom / Photoshop
Team Training
Cross-Functional Collaboration

EDUCATION

BFA Graphic Design
AAS Advertising Design
Fashion Institute of Technology
New York, NY

PROFESSIONAL TRAINING

- Digital Marketing with General Assembly NYC

PROFESSIONAL EXPERIENCE

MAVIS TIRE EXPRESS SERVICES CORP.

Art Director | White Plains, NY | 2019–Present

Lead creative development across Mavis, Express Oil Change, Brakes Plus, Tuffy, Midas, STS, Adirondack, Melvin's, Weldon, and related brand initiatives.

Design brand systems and creative assets for digital, print, retail, environmental, event, ecommerce, recruiting, internal, and executive-facing needs. Work directly with marketing leadership, operations, HR, inventory, real estate, vendors, photographers, developers, and executive stakeholders.

- Developed and evolved Mavis brand identity systems for cleaner, more scalable execution.
- Designed retail signage, in-store graphics, planograms, promotions, recruiting materials, internal communications, and executive presentations.
- Created HQ environmental graphics, historical displays, wall graphics, lobby experiences, conference room elements, and dimensional signage.
- Designed NASCAR sponsorship creative, including paint schemes, helmets, fire suits, pit box graphics, track signage, social content, email creative, and promotional materials.
- Collaborated with Joe Gibbs Racing, Denny Hamlin, and Mavis leadership to align NASCAR creative with brand goals and production needs..
- Led development of a tire imaging studio and ecommerce photography workflow for Mavis digital platforms.
- Built workflows for photographing, retouching, naming, processing, exporting, and delivering tire images.
- Trained production associates on tire photography, Lightroom, Photoshop, Adobe Firefly, file handling, QA, and production standards.
- Coordinate signage fabrication, vendor production, measurements, materials, installation details, and final execution.
- Support real estate and event initiatives, including trade show materials, booth graphics, site requirement booklets, and presentations.

COUNTRY CHILDREN'S CENTER

Freelance Designer | Katonah, NY | 2018–2019

Designed the nonprofit preschool network's bi-annual digital and print magazine, promoting programs, events, community news, and organizational initiatives.

- Re-launched the publication with improved design, structure, and production quality.
- Created editorial templates and full-page event advertisements.
- Helped elevate the organization's print and digital communications.

PROFESSIONAL EXPERIENCE continued

COMIXOLOGY, AN AMAZON COMPANY

Art Director | New York, NY | 2012–2018

Directed design across digital, print, marketing, advertising, merchandising, branding, events, and product-support materials for the digital comics platform. Partnered with marketing, production, UX, editorial, publisher relations, and leadership teams.

- Directed creative for campaigns, merchandising assets, landing pages, email programs, convention graphics, and publisher promotions.
- Built scalable design systems for weekly merchandising across web, mobile, email, and app platforms.
- Developed templates and process improvements supporting 100+ digital assets per week.
- Designed Amazon landing pages and promotional materials for new products.
- Supported customer-facing creative communication for the 2014 Amazon acquisition.
- Directed creative development for the digital comics subscription service launch.
- Created style guides and standards for third-party branding.
- Conducted A/B testing for email marketing and design performance.
- Managed and mentored junior designers.
- Created fan-facing convention materials, booth graphics, signage, and activations.

COMIXOLOGY

Production Manager | New York, NY | 2009–2012

Led production operations for weekly digital comic releases, including asset preparation, metadata coordination, publisher communication, release schedules, email blasts, push notifications, and quality control.

- Grew the production team from 4 to 25 people within three years.
- Coordinated release schedules with 24+ publishers.
- Hired, trained, and managed production staff as the company scaled.
- Helped establish early branding, design, and production standards.
- Assisted with proprietary software and workflow development.
- Represented the company at conventions and gathered customer feedback.
- Promoted to Art Director based on creative leadership and cross-functional impact.

MERRILL LYNCH

Senior Graphic Designer | New York, NY | 2004–2009

- Designed marketing materials, brochures, posters, invitations, event graphics, and internal and client-facing branded communications.
- Promoted from Junior Designer to Senior Designer.
- Managed multiple design projects under tight deadlines.
- Maintained brand consistency across internal and client materials.
- Built printer relationships to improve turnaround, cost control, and urgent production support.

PRUDENTIAL SECURITIES

Graphic Designer | New York, NY

Designed marketing, communications, and branded materials within a corporate financial services environment.