

SUMMARY

Creative Director with 20-plus years of experience leading and building creative teams and departments. Specific expertise in bringing ideas from inception to completion. Able to lead at all stages of production. Extensive professional experience in UX, illustration, digital animation, strong typography, sound design, music, and digital video. Deep strategic thinker with an extensive record of successful product development. Able to work across functional disciplines.

EXPERIENCE

Creative Director for Digital Products, Curriculum Associates, 2013-current

Design, direct and create experiences for curricular software with over 7 million K-8 users.

- Work with product development teams to envision, conceptualize and craft future products and next generation media and games for desktop, tablet and mobile. Ensure cohesion across product offerings.
- Develop product ideation, strategy, look/feel, execution plans, and branding across wide range of products.
- Lead, manage, and mentor creative staff specializing in UX/UI, prototyping, animation, illustration, graphic design and development. Vet, direct and manage both outside vendors (teams of 3-25) as well as building and mentoring staff designers and artists (teams of 5-10).
- Work cross-functionally with Engineering, Editorial and Marketing groups to ensure that CA digital products lead the education industry for engagement, design, and experience.
- Create prototypes, illustrations, storyboards, flows, interfaces, animation and motion graphics.
- Work with copywriters and editors to ensure engaging messaging and clarity over all media.
- Work with Design Research teams to ensure the efficacy of all products.
- Create media for multiple ages, developmental stages, and disciplines.

CA's flagship digital product, i-Ready, is a 2013, 2016, and 2017 SIIA CODIE award winner, and 2018 finalist.

Creative Director, 360KID, 2005- 2013.

Creative head for leading children's interactive media company. Responsible for all aspects of creative work across a wide range of platforms and experiences including web sites, games, hand-held consoles, mobile, print, broadcast, interactive television, and many others.

- Ideated, created, directed, and/or oversaw all media, including UX, prototyping, storyboards, animation, script and copy writing, character design, illustration, UI, sound, music, concept art, client branding, and brand management.
- Ensured fun and engaging experiences for end users.
- Worked directly with clients to develop creative strategies. Responsible for creative budgeting, staffing and scheduling.
- Worked with New Business Development team in responding to RFPs.
- Acted as direct client liaison for creative ideation, brainstorming, direction and feedback.
- Managed and mentored all creative staff, often in excess of twenty-five animators, illustrators, designers, production staff and art directors.
- Clients included Children's Television Workshop, LeapFrog, Hasbro, Children's Hospital Trust, Pokémon USA, Scholastic, American Public Media, Scholastic, MacMillan/McGraw-Hill, The Girl Scouts of America, Noggin, and Nickelodeon Games. Brands managed include Pixar's Ratatouille, Pokémon, My Little Pony: Friendship is Magic, Littlest Pet Shop, Pound Puppies, The Wiggles, Bob the Builder, LazyTown, Pinky-Dinky Doo, Blues Clues, the Backyardigans, Sesame Street, Elmo's World, and Dora the Explorer.

Art Director, Soliloquy Learning, 2003-2005 Created all user interface and directed or executed all visuals for leading education software company teaching literacy. Worked directly with clients including Pearson Learning Group, Charlesbridge Publishing, Scott Foresman, and Harcourt UK to develop branded versions of Soliloquy software. Developed, priced and executed all marketing and collateral pieces. Developed and executed all branding and identity pieces, and packaging.

Freelance Art and Creative Director, Illustrator, Animator and Designer, 2001-2003 and occasionally currently. Diverse clientele including PBS.com, Elmo's World, The Zoombinis line of educational games, Don Johnston, McKinsey and Company, The Daily Jolt, Craftster.org, Prentice Hall, Make Magazine, and Craft Magazine. Work has included fine illustration, animation, character design, character animation, user interface design, branding, UX, typographic and logo design.

ThingMaker (Lead Animator/Illustrator/Designer), Thingworld.com, 1999-2001 Designed web-based media for leading internet content creator. Designed interfaces, storyboards, animation, illustrations. full site designs and user experiences. Clients included Comedy Central, The Daily Show, The World Wrestling Federation, Beastie Boys, Quokka Sports, NFL, and Ty Inc.

EDUCATION

Wesleyan University, Middletown, CT.
Bachelor of Arts 1993
Anthropology/Archaeology.