

## Education

2000 – 2002

Art Institute of Philadelphia, Philadelphia PA

Associates degree in multimedia web design, graduated with honors

## Career Achievements

• 2014

### User interface design for Nicole Lapin

Designed an effective user interface that implements an easily navigated screen layout to display spending graphs, music, emails and more. This is a high-end fashion watch that puts all your finance needs on your wrist.

• 2014 – 2013

### Complete branding for GrowlerSaver®

Designed the GrowlerSaver® logo, mascot, business cards, slogans, branding guideline, web ad spaces, warning labels, instructional illustrations, graphics for t-shirts and vinyl stickers.

• 2014 – 2013 – 2012

### Trophy graphics for SCCA

Designed and printed SCCA trophies for each event held throughout the race season. Club racing is the backbone of the SCCA, holding more than 300 high-speed racing events annually.

## Experience

2012 – Present / Fanatics: Graphic Designer

Fanatics is one of the largest online retailers of sports and entertainment apparel. I design apparel graphics for the NFL, NHL, NBA, NCAA, UFC and Nascar, as well as many other popular entertainment industries.

2002 – 2012 / SoftAssist: Art Director

At SoftAssist I managed a team of designers, interactive designers and industrial designers to put together award-winning interactive web-based e-Learning courses.

Clients include: Aqua America, Auto Zone, AVIS, Berkeley, Black & Decker, Blue Cross Blue Shield, CareFirst, CHOP, Comcast, DeWalt, JEVS PPA, Johns Hopkins, Merck, Mercy Health System, Novartis, PPG, ProCure, TakeCare, Teleos, UHS, UPHS, Volvo and WorldBank

## My Tools

PhotoShop, Illustrator, Flash, DreamWeaver, InDesign, Microsoft Office

- Team leadership
- Interactive flow
- Graphic development
- Logo conception
- Typography
- Following branding guidelines
- Conceptual thinking as a team
- Storyboarding
- User interface layouts
- Sales team support

## Clients

- OrchidEuro
- High Road Cycles
- GrowlerSaver
- Nathans Sports
- Lone Wolf Cycles
- DirtBrothers
- MSB Resources
- LoweRider Cycles
- BradFab
- USRT Racing
- Aim High Fitness Studio
- SCCA Phila AutoCross
- Eight Eleven
- Euro Werks
- Drift Paradise
- Thread+Inks