

Accomplished design lead with extensive experience in working with a diverse range of companies, from Fortune 100 to non-profits. Responsible for developing, adapting, and managing design strategy as well as guiding and implementing memorable brand presence in both the print and online space. Directs, collaborates with and mentors a team of graphic designers/creative staff, consultants and freelancers to drive engagement and enrich the consumer experience. Manages fast-paced, deadline-driven in-house visual communication of a New York-based multi-business line health care system.

WORK EXPERIENCE

Design Director, MJHS | September 2008-present

- Created direct mail, retargeting campaigns and social media that resulted in a five-fold increase in online traffic and doubled online donations to company's foundation.
- Researched and developed member support app that consolidates and significantly reduces time spent by field clinicians on non-clinical functions.
- Created successful system of co-branded multi-language educational print and online brochures, one sheets and webinars which separately targeted clinicians and patients
- Initiated, researched and assisted in the implementation of a Board Management software/training solution which saves the company over 300 overtime administrative support hours annually.
- Developed and art directed updated brand identity for company health plans' printed materials supporting product awareness, differentiation and sales.
- Art Directed photoshoots to create library of high-quality patient images. The undertaking yielded long term cost savings on individual project-based efforts
- Crafted new design themes through aligning internal communication/signage/interior and exterior environmental design with new brand rollout.

Senior Graphic Designer, MJHS | April 2005-September 2008

- Project managed and produced compliance materials for multiple health plans, sourcing and coordinating with vendors to meet exceedingly tight deadlines. As a result company was able to retain its ability to operate and avoid substantial fines from the Dept. of Health.
- Designed, art directed, project managed and produced award-winning, large-format 150 page, jacketed hard cover 100th anniversary book in six-week timeframe and with limited staff.
- Re-energized and repositioned employee giving initiative, successfully repositioning the effort as an employee grass-roots effort
- Hired staff and developed in-house team expertise resulting in cost savings for the organization. Managed freelance designers; set team goals; established standards on accountability and performance appraisals
- Provided support and mentoring sessions for employees; explained the current vision of the company brand and fostered a goal-driven work environment; set team goals

Principal, Chambers Design | July 2002-April 2005

Partnered with various clients to solve branding and business challenges. Relationships included American Express, Guilford Press, Brooklyn Botanic Garden and Prospect Park Alliance.

Senior Graphic Designer, American Express | November 2000-July 2002

Executed design through production for in-house communications group. Projects included sales kits, print and web advertisement design, intranet site design, brochure design, employee communication, and event/tradeshow graphics for the financial market. Ensured adherence to brand philosophy. Interfaced regularly with clients to strategize creatives for marketing/event goals.

Freelance Graphic Designer, American Express | May 1998-November 2000

Executed design through production for in-house communications group. Projects included sales kits, print and web advertisement design, intranet site design, brochure design, employee communication, and event/tradeshow graphics for the financial market. Ensured adherence to brand philosophy. Interfaced regularly with clients to strategize creatives for marketing/event goals.

















Freelance Art Director, Columbia House Company | April 1997-January 1998

Conceptualized and redesigned very successful unified identity for niche magazines and related marketing collateral. Oversaw end-to-end design through production.

Graphic Designer, Bessen, Tully & Lee, Inc. | April 1997-January 1998

Designed direct mail, web, print, annual report, corporate literature, brochure and intranet site design, niche magazines, and catalogues global brands such as Lucent, AT&T, and MasterCard. Art directed photo shoots.

SOFTWARE

Design	Web	UX/UI	General
• Adobe Creative Suite 	• WordPress 	• Sketch 	• MicroSoft Office 
InDesign 	• HTML 	• InVision Studio 	Word 
Illustrator 	• CSS 		PowerPoint 
Photoshop 	• jQuery 		Excel 
After Effects 	• Atom 		

EDUCATION

Bachelor of Fine Arts, Computer Graphics | Pratt Institute, Brooklyn, NY
Master of Business Administration, Marketing | Baruch, Zicklin College, New York, NY