
Education

Rhode Island School of Design BFA
Hochschule für Gestaltung und Kunst, Basel STUDY ABROAD, RISD
Delaware College of Art and Design AFA

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Experience

Type Image Form

Principal, Creative Director
PHILADELPHIA, PENNSYLVANIA
2004 – PRESENT

- Founder of branding agency specializing in brand development and strategy for local, national, and international consumer brands, non-profits, and museums
- Leads creative development for a team of designers, writers, developers, and freelancers
- Directs strategy, design, and presentations for clients, including the creation of: identity, print, interactive, retail point of sale, environmental design, signage, packaging
- Brings focus to clients' branding programs through identity, print, and web campaigns
- Advises on new product development strategy to optimize market and business needs
- Oversees studio, including new business, account management, and creative direction
- Launched an innovative product at TIF to reinvent small business branding through prix-fixe design packages that empower owners to engage consumers in a brand dialogue
- Built around the idea of a virtual network, TIF works with top designers throughout the country to provide a wide range of services to clients with aspiring brands
- Client relationships include: Maclaren, DesignPhiladelphia, LaserPerformance, Pepsi, KGB, the U.S. Senate., Saber es Poder, Million Dollar Baby, The Philadelphia Athenaeum, and various small venture capital startups

TIF+LAB

Type Image Form Intern / Non-Profit Program
2009 – PRESENT

- Created an intern program to benefit deserving brands in the non-profit, arts, and museum sectors
- Provides intern designers with real-world client experience under TIF direction and a no-cost solution to organizations with creative need

Delaware College of Art and Design

Adjunct Faculty, GRAPHIC DESIGN DEPARTMENT
WILMINGTON, DELAWARE
2008 – 2011

- Restructured curriculum for a sophomore-level design class in Visual Communication
- Introduced key structural ideas of graphic form, semiotics, and hand-built processes through practical studies based in the rich history of Swiss design pedagogy
- Prompted discussion among students through workshops and in-class assignments
- Lectured on design history, constructive processes, and design legends

Dory

Founding Member, Senior Designer, Art Director
NORWALK, CONNECTICUT
2005 – 2008

- Art director and designer for international consumer brands
- Led global projects and managed creative development for an interdisciplinary team
- Directed strategy, print, interactive, packaging and retail design; led client presentations
- Managed design and production teams in France + Hong Kong
- First hire and development advisor to stakeholders of an international branding agency
- Worked closely with owners and senior management to define studio process and business role within network of companies
- Recruited senior staff; established office and furnished space; managed purchasing and maintenance of design equipment

AIGA – member since 2003

Participated in workshops with renowned designers: Wolfgang Weingart, Martin Venezky, Philippe Apeloig, Katherine McCoy, Scott Stowell, and Thomas Ockerse

Exhibited Paintings, Prints, and Design work in solo, juried, and group shows in New York, Pennsylvania, Rhode Island, Delaware, and Washington DC

SKILLSETS

Timeline, Process and Creative Management, Adobe Creative Suite, Final Cut Studio, After Effects, CMS implementation, HTML5, CSS3, PHP, JQUERY, and front-end JS