



Objective: To Art Direct a design that is visually effecting an experiences to the consumer.

PROFESSIONAL PROFILE

Experienced Art Director in publishing, advertising and web design with the ability to translate marketing concepts into visual creative solutions that are attractive and practical, adapt quickly to changing priorities and to present design concepts to the client or to the creative team. A self starter, coordinator and manager. Able to take a project from start to finish and capable of taking over projects. Experienced in bridging the gap between Editorial/Marketing and Production and creative staffs to ensure a more powerful confluence of talents working together for the consumer.

Software Skills: Adobe CS4, InDesign, Illustrator, Photoshop, Dreamweaver, Fireworks, Flash, Acrobat, Quark, HTML and CSS.

Hardware: Apple

Publishing Awards

- 2009 Cincinnati Society of Professional Journalists Chapter's First Place in the Page Design for the "Obama: Our Time Has Come."
- 2009 Best Special Publication" First Place "Welcome, NAACP," Staff, *The Cincinnati Herald* for the Ohio Society of Professional Journalists
- 2008 Cincinnati Society of Professional Journalists Chapter's Special Section Second Place: "Spotlight on Cincinnati Leaders" and Page Design Third Place: "Mazda
- 2007 Cincinnati Society of Professional Journalists Chapter's First Place in the Page Design and Lifestyle and Features for 2006 issues
- 2006 Cincinnati Society of Professional Journalists Chapter's First Place in the Special Sections Category for 2005 issues for 50th Edition of *The Cincinnati Herald*.
- 2006 Best Special Publications for the Ohio Society of Professional Journalists 50th Edition of *The Cincinnati Herald*.
- 1994 Ozzie Award Honorable Mention Best Cover, Educational *Math Power* magazine.
- March 1996 EDPRESS Distinguished Achievement Award for Design Treatment *DynaMath* magazine.

PROFESSIONAL QUALIFICATIONS

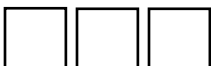
Art Director in Publishing

- Designed a wide range of layouts/projects for a business/children's publications, catalogs, brochures and many other marketing and promotional materials.
- Managed and coordinated various projects between photographers/illustrators and clients being photographed or illustrated for the month's issue local, regional or overseas.
- Maintained an art budget successfully and met deadlines.
- Served as Project Manager for on/off-site projects and managed a small design staff.
- Attended press checks.
- Hired human and animal models and freelancers.
- Supervising on/off-site projects like Photo shoots and freelancers.
- Developed into prop and fashion stylist.
- Photo Researcher.
- Mentored junior designers.
- Initiated cold calls and established client rapport.
- Designed layouts from front to back covers and designed special sections.
- Introduced a new design look and feel for the weekly newspaper which increases sales and subscriptions by 10%.
- Established a Travel Section which was published monthly.

Art Director in Advertising/Web Design

- Works closely with Creative Director and/or Project Team leads to assess creative needs and develop compelling effective design solutions for both online marketing campaigns and user interface/web development projects.
- Designed a wide range of projects like brand design, outdoor advertising, direct mail, P.O.P., catalogs, brochures, packaging, storyboards, banner ads, T.V. commercials,

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multimedia presentations, packaging, HDTV/Video title designs/ motion graphics, B2B web sites and many other marketing and promotional materials.

- Redesigned various print and web banner ads based on its advertising schedule.
- Conceptualize multiple options and solutions for a single design project.
- Directed T.V. Commercials and multimedia slide presentations.
- Hired production companies and human models for clients for advertising campaigns.
- Designed projects for the following clients:

American Express Financial Advisors	Brown & Williamson
CincinnatiUSA-Regional Tourism Network	CoverGirl
Delta Airlines	Deutsche Bank
Emanuel Community Center, Inc.	Empirical Manufacturing Company, Inc.
Ford	General Electric
GTE	Hallmark
IBM and IBM e-culture campaigns (Lehigh, Verona Opera and The Red Cross)	Infusion of Styles
Itochu	Kodak
Lucent Technologies	Lillian Vernon
Listerine Pocketpaks	Merrill Lynch
Neighborhood Health Care	Nike
Ohio Travel & Tourism	ParentTime
Procrit	Queen City Metro (SORTA)
Ryder	Sprint
Sun Microsystems	TD Canada Trust
The First National Bank of Cincinnati	The New School
The Ohio Lottery	Village Life Outreach Project
- Designed web sites for the following companies: infusionofstyles.com, iconology-graphics.com, empirical-co.com, gesmallbusiness.com, gecommercialfinance.com, gefn.com, ge.com/capital/globalfinance, hallmark.com, tdcanastrust.com, deutschebank.com, morestoriesoflupus.com and delta.com

Professional Experience in Publishing

Sesh Communications, *The Cincinnati Herald* - Design Editor 01/2005 - 08/2009
 Cincinnati College Preparatory Academy - Freelance Designer 09/2005
 Emmis Books, *My Sister Is Missing* - Freelance Book Designer 2004
 Scholastic Inc., *Math Power and DynaMath* - Associate Art Director, N.Y. 01/199 - 04/1996
 Earl G. Graves, *Black Enterprise* magazine - Assistant Art Director, N.Y. 03/1988 - 01/1991
 Michael Friedman Publishing Group, Inc., - Freelance Book Designer 01/1997-09/1998
Butterfly Gardening & Norman Rockwell's Growin Up in American, N.Y.

Professional Experience in Advertising and Web Design

Infusion of Styles - Freelance Art Director/Fashion Designer Present
 Village Life Outreach Project - Freelance Art Director Present
 Brand Momentum - Freelance Art Director - Connect2Success - Cincinnati, OH. 06-10
 Neighborhood Health Care, Inc - Freelance Art Director - Present - Cincinnati, OH. 05-09
 CincinnatiUSA-Regional Tourism Network - Freelance Art Director 2007
 Brand development for Mosaic Culture - Cincinnati, OH.
 Re-Elect Judge Grant Campaign - Freelance Art Director 2011 and 2005
 Fisher Design, Inc. - Freelance Art Director 2006
 Brand development for Emanuel Community Center - Cincinnati, OH.
 Empirical Manufacturing Company, Inc. - Freelance Art Director - Cincinnati, OH. 2004
 All In One Productions, Inc. - Freelance HDTV-Video Art Director, N.Y. 03 - 06/2002
 J. Walter Thompson - Freelance Art Director, N.Y. 07-10/2001
 Scient/iXL - Senior Designer, N.Y. 07/1999 - 05/2001
 OgilvyOne Interactive - Graphic Designer, N.Y. 04/1997 - 07/1999
 ModemMedia - Freelance Web Designer, Westport, Conn. 01 - 04/1997
 Grey Interactive - Freelance Web Designer, N.Y. 09 - 10/1996
 Agency.Com - Freelance Web Designer, N.Y. 09 - 10/1996

Education: Miami University, Oxford Ohio, B.F.A.

Certificates: Web Design and HTML at New Horizons Learning Center - September 2010

Zumba Fitness® Basic Level Instructor, Zumba Fitness, LLC - March 2011

Honors: YMCA Black and Hispanic Achiever for 2009

