

## Professional Experience:

**MicroEdge (Blackbaud, Inc.),** New York, NY  
Senior Creative Designer :: October 2002 to Present

Lead all creative from concept to execution for marketing, product development, and corporate identity.

- Marketing campaigns: Print ads, copywriting, collateral, video, infographics, photography
- Web design: Company website, online advertising, social media, CSS/HTML, CMS and WordPress
- Product UI/UX: concepts, wireframing, design for complex software platforms, web and mobile apps
- Identity: Company rebranding, new business presentations, recruitment and employee engagement branding
- Production: In-house video and photography, event exhibit booths, stage design, direct mail
- Manage external partnerships with vendors and freelance designers partnerships
- Coordinate internal visual standards adoption and education processes

MicroEdge is uniquely positioned at the crossroads of technology and philanthropy. The instinct for leveraging the best aspects of both areas—for over 25 years—is key to their success and legacy. Under my guidance, MicroEdge's visual story, from style standards to tactile experiences, has thrived and bolstered the company's continued growth.

**DMB&B Advertising,** New York, NY  
Graphic Designer :: December 2000 to April 2002

Composed print and digital design, television, interactive media, and brand identity graphics for the agency and clients such as: **Ad Council, Crest, Sprint, Folgers, Lily of France, Pampers, Saturn.**

I was a member of the digital design team, tasked specifically with finding effective ways to effectively combine digital and traditional media to enhance new business projects and presentations.

## Personal Experience:

**Freelance Design** :: January 2008 to Present

It is crucial for my personal development to maintain a diverse range of freelance design projects within my community among local organizations and businesses, providing brand development, web design, collateral development and print production. Some examples are:

**South Brooklyn Legal Services** — Rebranding, identity system and templates

**Influence Group** — Event signage, collateral, website design

**Seido Karate** — Event signage, training collateral, website design, photography

**Urban Crush Winery** — Brand development, identity system

## Education:

**Rensselaer Polytechnic Institute,** Troy, NY  
Mechanical Engineering – 1991 to 1995

## Skills:

Proficient on **Mac, Windows and Web** platforms:  
Adobe Creative Suite – Dreamweaver, Illustrator, InDesign, Photoshop; Final Cut Pro; HTML / CSS;  
Sitecore, WordPress, and other CMS platforms  
Also: Photography, Piano, Trombone