
Design+Branding Experience:

United Nations Federal Credit Union, LIC, NY Creative Manager :: April 2016 to Present

Lead in-house creative team for UNFCU Marketing department and UNFCU Foundation. UNFCU serves the greater UN system's personal financial needs across a predominantly international membership.

- Identity: Brand development; employee engagement campaigns; event design
- Marketing campaigns: Email campaigns; print and digital ads; copywriting; collateral; infographics; photography
- Web design: Website CSS/HTML development; CMS management; social media
- Manage external vendors for freelance design and production

MicroEdge (Blackbaud, Inc.), New York, NY Senior Creative Designer :: October 2002 to April 2016

Lead all creative from concept to execution for marketing, product development, and corporate identity. The Blackbaud and MicroEdge brands are uniquely positioned at the crossroads of technology and philanthropy as a software company for the nonprofit sector.

- Identity: Company rebranding; brand guidelines education; employee engagement campaigns; event design
- Marketing campaigns: Print and digital ads; copywriting; collateral; video direction; infographics; photography
- Product UI/UX: concepts, wireframing, design for complex software platforms, web and mobile apps
- Web design: Company website; online advertising; social media; CSS/HTML development
- Managed external vendors for production and freelance designers partnerships

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

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

Freelance Design :: January 2008 to Present

It is important for me to work on design projects that serve my community among local organizations and businesses. Some examples have been:

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

Education:

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

Skills:

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