



Throughout my career, I've worked in a variety of media - ranging from traditional to new, including AR and VR. I've played an essential role in various product launches, being involved from ground-floor ideation through final execution of multi-touch point campaigns. I'm also proficient at visualizing scientific concepts, often having worked together with scientists to bring complex molecular formulas to life.

Ultimately, my goals are to work together with good people to create something unique, inspiring and cool.

## Experience

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### **Sr. Art Director, VMLY&R; New York, NY | 2022-Present**

### **Sr. Art Director, Redfuse Communications; New York, NY | 2013-2022**

Colgate account. Working among its various brands, and across various touch-points, such as print, video, social media, VR, AR, web.

### **Freelance Digital Art Director, Casio; Dover, NJ | 2012-2013**

Direct marketing, digital/social media advertising, website management and maintenance, promo activations, skin designs.

### **Creative Intern, DraftFCB; New York, NY | 2012**

During internship, had idea produced for Jamaica client (NYC Wall Escapes). Participated in new client pitches.

### **Sr. Account Executive, Global Hue; New York, NY | 2010**

Handled Verizon Wireless client account.

### **Sr. Account Executive, Casanova/McCann; New York, NY | 2006-2010**

Handled two main clients accounts: U.S. Army and Nestle Pure Life.

### **U.S. Army Specialist, 250th Signal BN / 444th Public Affairs | 2003-2009**

Deployed overseas during 2004-2005.

## Education

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Miami Ad School - Art Direction, 2012

Drew University - B.A. Economics, 2002

## Skills

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Bi-lingual English/Spanish, intermediate Japanese. Adobe Creative Cloud - Photoshop | InDesign | Illustrator | Premiere | After Effects | Dreamweaver; DaVinci Resolve, Atom, Affinity Photo/Designer. Basic HTML/CSS understanding. Artist/illustrator/videographer.