

## Experience

### Senior Graphic Designer

**Tokyo American Club · Tokyo, Japan · December 2018 — Present**

- Conceptualize and produce digital and print materials for all TAC events and programs
- Communicate with internal clients regarding project requirements
- Lead and assist junior designers with promotional campaigns

### Creative Director

**NYCEDC · New York, NY · September 2015 — October 2017**

*(Promotion from VP / Art Director)*

- Develop and implement NYCEDC's marketing objectives and brand strategies via 360° campaigns
- Responsible for development and production of all corporate branding for city-wide NYCEDC initiatives
- Build relationships with internal business units, senior management, City Hall and other NYC agencies, as well as the design and creative community at large
- Oversee Creative Services team of designers, art directors, video editors, copy/content editors, and production/traffic managers
- Responsible for brand design and corporate identity, print and online advertising, marketing collateral, multi-media, promo item design, reports and research publications, booth design and signage, and creative direction of all photography
- Oversee all print jobs while maintaining budget requirements
- Collaborate with Interactive, Strategy, and Social Media teams to maintain quality, consistency, and effectiveness of all communications and branding

### Lead Graphic Designer

**Williams Lea at Goldman Sachs · New York, NY · November 2014 — September 2015**

- Conceptualized and produced digital and print materials for multiple internal stakeholders
- Advised clients on appropriate solutions to their design needs, timelines and budgets
- Liaised with London, Australia and India design teams
- Provided direction and solutions for layout, prepress and traffic issues
- Developed creative branding concepts
- Supported management with data extraction and reporting

### Senior Graphic Designer

**Williams Lea at Bank of America · New York, NY · October 2012 — November 2014**

- Conceptualized and produced digital and print materials for national and international external clients
- Communicated with clients regarding brand standards and other bank-specific requirements
- Led and assisted junior designers with marketing and sales campaigns
- Provided direction and solutions for layout, prepress and traffic issues
- Created advertisements for national consumer and trade magazines
- Developed creative branding concepts

### Art Director

**American Traffic Solutions · Scottsdale, AZ · November 2008 — November 2011**

- Conceptualized and produced digital and print materials, including reports, infographics and brochures
- Directed junior designers on multiple departments' campaigns and solutions for layout, prepress, budget and traffic issues
- Developed and introduced corporate style guide
- Provided art direction for WordPress websites and internal CMS
- Directed photo shoots of products and staff

### Art Director

**ModelWorks · Scottsdale, AZ · May 2007 — November 2008**

- Oversaw creative process on all company marketing materials and product packaging, including yearly catalog of 500+ products
- Managed department budget and negotiated with vendors
- Developed and introduced corporate style guide
- Directed photo shoots of all products

### Graphic Designer

**PCA Skin · Scottsdale, AZ · September 2003 — May 2007**

### Production Artist

**Phoenix New Times · Phoenix, AZ · November 2000 — August 2003**

## Education

**Collins College · Tempe, AZ · Visual Communication**