

EDUCATION:

Don Bosco Technical Institute
 Graphic Communication technology

California State University, Long Beach
 Visual Communications BFA, Class of 2005

The Book Shop
 Teams Class, Art Director, Aug. 2003-Dec. 2004
 Teams Class, Copywriter, Aug. 2007-Mar. 2008

AWARDS/HONORS:

CSULB Dean’s List, Spring 2001
 CSULB President’s List, Fall 2001, Fall 2002
 Featured in The Book Shop Book, 2005, 2006
 Featured in The One Show School Exhibition, 2008

PROFESSIONAL EXPERIENCE:

Meraki, Inc., Freelance Art Director, July 2009-August, 2009
 Concepted and designed banners for Meraki’s first ad campaign. Meraki makes wireless networking hardware.

Saatchi & Saatchi LA, Freelance Art Director, July 2008-December, 2008
 Concepted and designed ads for Toyota and Operation Hope. Projects include the “Toyota Tuesdays” Myspace Music initiative, Corolla print and interactive ads, Tundra OOH, and the 2010 Prius pitch.

Davis-Elen Advertising, Art Director, July 2006-June 2008
 Concepted and designed OOH, POP kits, interactive banners, and print ads for the Southern California Co-Op of McDonald’s restaurants. Worked on launch of Angus Third Pounder.

California State University, Long Beach, Instructor, Jan. 2006-May, 2006, Jan. 2009-May, 2009
 Taught ART 331, an advertising class to prepare undergraduates for BFA portfolio review process.

Publicis Dialog, Junior Art Director, July 2005-Feb. 2006
 Concepted and designed promotional materials for Nestlé and AAA. Projects include floor graphics, newspaper FSI and POP kits.

1978 Creative Solutions, Freelance Designer, Apr. 2004-Aug. 2004
 Freelance contract work for Yahoo! Fantasy Football masthead and pitch for Miles TV, a co-op effort between Sprite and Yahoo!.

Yahoo! BRAND/Idea Group, Flash Designer, Apr.-Aug. 2003
 Designed and animated banners for Yahoo! Platinum, a hi-res video service that offered behind-the-scenes footage for popular TV shows and sporting events. Also worked on a variety of in-house projects.

BRAND EXPERIENCE:

Yahoo!, Nestlé, AAA, McDonald’s, Toyota, Operation Hope, Meraki

SKILLS:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, CSS, Quark XPress, proficient at Macintosh and PC operating systems.