

## EXPERIENCE

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### **Creative Director** | Publicis 2024 – 2025

Accounts: Pfizer (Velsipity, Xeljanz, Vaccine Portfolio)

- Expanded existing brand campaign to include testimonials, social ads, radio, Reddit, OLV and other media
  - Managed DTC creative department, ensuring all projects were completed within scope and complied with FDA regulations
  - Coordinated with directors, editing houses, recording studios, and post-production agencies to ensure quality of work
  - Continued to set new creative standards across testing metrics including the highest possible score in System 1
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### **Associate Creative Director** | FCB Chicago 2022 – 2024

Accounts: Pfizer (Velsipity, Abrysvo, Xeljanz), Amazon Prime, Cox Communications, AbbVie (Qulipta, Ubrelvy), Brita

- Created and launched the Velsipity brand campaign (TV, radio, social, website, banners, POC, brochures, et al) to include Pfizer's highest testing TV spot in the company's history
  - Managed creative teams, ensuring all projects were completed on time, within budget and exceeded FCB's creative standards
  - Pitched and won the Qulipta (AbbVie) account
  - Awarded FCB's Best in Show award
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### **Art Supervisor** | Saatchi & Saatchi Wellness 2018 – 2022

Accounts: P&G (NyQuil, DayQuil, ZZZQuil, Pepto Bismol, Metamucil, Prilosec) and several pharmaceutical brands

- Developed campaigns for TV, social, online video, banners, print, emails, brochures, PR, and OOH
  - Animation and VFX for TV, online video and social
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### **Art Director, Designer & Animator** | Freelance 2016-2018

Clients: Starbucks, Under Armour, Walmart, Avon, Pure Growth, Saatchi & Saatchi Wellness and several tech startups

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### **Founder** | Mockup 3D 2016-2018

- Created, programmed, developed and marketed an app that lets designers create 3D imagery from their 2D designs and share them online ([preview here](#))
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### **Art Director and Lead Designer** | Pure Growth 2011-2016

Accounts: Mars, Pure Growth Organic, SK Energy Shots, Time Warner Cable, The Company Store, Jockey, United Nations

- Developed several new packaged goods products, from branding and package design to supervising production and managing retailers
  - Animated, edited and directed commercials and videos for advertising and charity clients
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### **Art Director** | SapientNitro / Nitro 2011-2016

Accounts: Mars (Twix, Dove Chocolate), Nike, Foot Locker, Kraft (Singles, Philadelphia), ConAgra (Healthy Choice, Hunt's), Malaria No More and the World Bank

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## EDUCATION

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### School of Visual Arts

Art Direction and Design

### Washington University in St.Louis

BA, Chemistry (Really!)

## AWARDS

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Cannes Lion (Silver, Industry Craft), D&AD Pencil, One Show Pencil, Fast Company World Changing Ideas, Dieline Awards, Art Directors Club, ANDYs, Clios, Campaign Power of Purpose, Apex, AICP, Shorty Awards, Pentawards, New York Festivals, London International Awards, Creative Floor, Communication Arts, Archive, Epica and DTC awards

## SKILLS

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Art Direction, Design, Creative Leadership, Mentoring, Animation (2D & 3D), Packaging Design (both graphics and 3D forms), 3D Modeling and Design (mostly with Blender), Filmmaking and Photography (running shoots and directing commercials) Figma, Blender, Coding (HTML, CSS, PHP, Python, Django, Wordpress, WebFlow and JavaScript), AI (Stable Diffusion, Midjourney, Gemini, Grok, Meta AI)  
Adobe Suite including Photoshop, Illustrator, InDesign, Premiere, Audition, Lightroom and After Effects