

Work Experience

Citi FinTech / New York, NY

September 2017 - Current

Art Director

- Drove design for Citibank after being selected to lead the Rewards+ credit card redesign over a global external design agency
- Managed the Citibank brand for an exclusive event series “Politely Confrontational”, that featured Mike Corbat, CEO of Citigroup, and garnered over 22,000 media impressions
- Oversaw the entire brand identity for a United Nations Women led initiative, She Innovates, including logo design, website curation, and photography that culminated in an International Women’s Day event
- Led the complete brand redesign for Citi Fintech CEO Yolanda Piazza’s national program, Women in IT
- Directed a team of motion graphics designers and art directors for a majority of Citi FinTech programming including Hoppin’, the Citi FinTech Open Innovation Challenge, and technology hackathons

Edible Jersey Magazine / Maplewood, NJ

April 2018 - Current

Contributing Illustrator

- Illustrated recipes for the food column “In Season” for bi-monthly publication as well as feature stories

O the Oprah Magazine / New York, NY

July 2017 - September 2017

Freelance Art Director

- Owned the design of an entire section and feature stories for publication with a circulation of over 2.3 million readers

TIME Magazine / New York, NY

February 2016 - April 2017

Freelance Art Director

- Partnered with the TIME Labs infographics team to art direct data storytelling for time.com and digital editions
- Facilitated the design of long form web stories with the time.com team
- Laid out and oversaw production for two sections of the print edition for a US circulation of 2 million

Brobel Design / Springfield, NJ

April 2015 - February 2016

Freelance Art Director

- Collaborated with the Kids Discover Online team to overhaul their print editions for the web
- Responsible for meeting with various luxury fashion, media and editorial clients to design their apps
- Created Brobel’s Instagram handle and laid the groundwork for how the studio promotes and attracts clients today

Women’s Health / New York, NY

May 2012 - April 2015

Interactive Art Director

- Instrumental in launching Women’s Health on the iPad and iPhone for a total readership of over 1.5 million
- Oversaw all aspects of digital design, including brand management and template design
- Led the iPhone and iPad design teams, responsible for all design and production of the digital editions

Condé Nast Traveler / New York, NY

September 2011 - April 2012

Freelance Designer

- Launched both the iPad and Android digital editions of the magazine by designing templates for both devices
-

Education

School of Visual Arts / New York, NY

2003-2007

Bachelor of Fine Arts / Graphic Design

Freelance Clients

Pentagram, T: The New York Times Style Magazine, Number 17, Nylon, Fete, Glamour
