



Career Objective:

I am a creative professional with a high level of commitment and desire to keep learning and growing. My senior-level design conceiving skills and experience with brand research and product development, as well as my business studies and natural leadership skills, make me an ideal candidate for a strategic director-level creative position. *I am not currently seeking employment.*

Employment History:

Senior Designer, Thompson Design Group, San Francisco

February 2005 - present

At this collaborative-style agency, I create original, strategically focused concepts and final art for popular household brands including Häagen-Dazs, Dreyer's, Slim Jim, Purina, Nestlé Confections, Nestlé Prepared Foods, PowerBar, and David's Seeds. I art-direct product photography & illustration; attend focus groups, press checks & photo shoots; help brainstorm product development and naming alongside package and structure conceiving.

Senior Designer, TDC | The Design Company, San Francisco

March 2003 - February 2005

At TDC I executed the complete redesign of RadioShack's house-brand packaging system (from the decade-old Landor design), and created a 75-page book of packaging guidelines for in-house production. Created design concepts for clients including Chicken of the Sea, Wrigley's, McDonald's, and Burlington Northern Santa Fe Railroad. Met with clients to explore brand values and market positioning as a basis for design, and helped implement and oversee qualitative research studies.

Art Director (freelance), Apama Inc., Cambridge England

December 2000 - January 2003

I developed the corporate identity, website, various brochures and trade show graphics for this business technology firm. As the firm's only creative professional, I also provided direction and feedback to an outside branding agency working on positioning.

Art Director (freelance), CRS Communications, San Francisco

March 2000 - December 2000

I expanded my existing print skill set in this in-house agency for Charles Schwab, designing web pages and banner ads and developing story boards for Flash animations. Also created concepts for shuttle bus design wraps and large format posters.

Designer, SooHoo Design, San Francisco

February 1998 - February 2000

I developed and produced PC Game logos, P.O.P. displays, and package designs for clients such as LucasArts and Electronic Arts. Created the logo for The Sims, now the most popular title in PC gaming history; designed displays and standees for Star Wars and Raiders of the Lost Ark game titles. Designed and illustrated labels for refrigerated dessert packages. Dealt directly with clients and vendors to manage projects.

Designer (freelance), Galoob Toys, San Francisco

March 1997 - January 1998

I designed product logos and toy packaging for the nation's third largest toy company (now owned by Hasbro). Developed the design and packaging system for The Spice Girls dolls and accessories, now highly collectible. Created logo concepts for Pound Puppies toys, extended Star Wars packaging into new product lines, and created new packages for Micro Machines vehicles.

Junior Designer, The MacPhee Group, Los Angeles

September 1995 - October 1996

I honed my design and production skills in this fast-paced L.A. design agency, with a constant flow of projects for clients like Virgin Sound & Vision, Warner Home Entertainment, MCA and Fox Home Video. Designed VHS packages for Warner cartoons including Bugs Bunny & Road Runner, Sylvester & Tweety, and Pinky & The Brain. Developed numerous P.O.P displays, brochures, and catalogs for home entertainment products.

Education:

San Francisco State University Executive MBA program • MBA degree, 2005

Art Center College of Design • BA degree, Fine Art, 1994

California State University Long Beach • Major in Graphic Design, 1989-90

Interests:

Travel; ancient art & architecture; scuba diving (especially shipwrecks); contemporary fashion, art & culture; adventures big & small. I am also a long-time photographer and have shot album covers and press photos for several bands, and occasionally exhibit photos.

References available upon request.