

### ABOUT ME

An established creative executive with proven experience owning all aspects of brand identity, including brand strategy, design, development, launch, and revitalization. Creates collaborative, inspired environments that foster craft, consistency, confidence, and trust – both internally and externally. A strategic partner to executive leadership teams on determining brand vision, identity, and road maps, as well as in providing hands-on leadership throughout project execution.

### SELECTED HIGHLIGHTS & ACHIEVEMENTS

- Led multiple global rebrands and brand refreshes for Comedy Central, shaping the brand voice, creative strategy, development, best practices, production, and roll-out across all media and platforms.
- Improved performance throughout the design team by prioritizing collaboration, craft, professional development and diversity to increase the core strength, capacity, and versatility.
- Prioritizes creative quality and consistency, resulting in over 50 promotional marketing awards for Art Direction and Design, including North America and Global Excellence Promax Awards, Clio Awards, and the 2018 Cannes Lions Grand Prix award for Experiential Outdoor Creative.

### KEY AREAS OF FOCUS

- Design & Creative Direction
- Brand Identity & Strategy
- Promotional Marketing
- Show Opens and Packaging
- Broadcast, Digital & Social Media
- User Experience Optimization - UX/UI
- Enterprise-level Project Management
- Workflow Management & Operations
- Positive Leadership & Mentoring
- Vendor Relations & Negotiations
- Pre and Post-Production
- Expert-level Experience with Adobe Creative Suite: PSD, AI, AE, ID
- Well-versed in Cinema 4D, Premiere, JIRA, Sketch, and Figma

### PROFESSIONAL EXPERIENCE

**GRFXFREAK CREATIVE SERVICES** North Plainfield, NJ  
**Owner + Creative Director** January 2021- present

Providing project-based Design, Branding and Creative Services across all mediums and platforms. Services include logo design, brand identity, promotional marketing, as well as presentation, web, and motion graphic design.

**VIACOMCBS: COMEDY CENTRAL** New York, NY  
**Vice President of Design, Brand Creative and Brand Marketing:** July 2012 – July 2020

Promoted to build an efficient, versatile, in-house design agency, including championing the development of new collaborative tools, processes, methods, and best practices across Comedy Central. Integrated 3 siloed design teams to inspire greater quality and deliver consistency through collaboration. Led a team of 20 direct reports.

- Spearheaded global brand refreshes, shaping creative strategy, partner selection, research, pitches, executive reviews, the definition of best practices, production, and roll-out across all platforms.
- Placed a strategic focus on cross-training and operational support, helping to facilitate the sharing of resources across staff, contractors, and teams from multiple business units.
- Led the effort to manage 90% of all brand and promotional marketing related design needs internally, resulting in considerable annual cost savings.
- Fostered collaboration between show talent and design teams to develop show logos, opening title sequences, and graphic packages, delivering cost savings alongside award-winning results.
- Served as a strategic partner to multiple lines of business, as well as across all levels of the organization; secured buy-in from the executive team on numerous strategic, enterprise-wide initiatives.

**VIACOMCBS: COMEDY CENTRAL** New York, NY *(continued)*

**Motion Graphic Design Director:** May 2007 – July 2012

Led a 12-member team with oversight of design for Brand Creative Launch Campaigns and Promotions, as well as directing and producing show opens and packaging for Stand-Up Specials, New Series, Roasts, and Tent-Pole events.

- Promoted to fill a major gap following the departure of the Vice President of Design, ensuring the vision, strategies, and goals of the organization were consistently met.
- Increased bench strength and established a more extensive range of up-and-coming talent, prioritizing diversity, training, collaboration, and professional development throughout the organization.
- Played a key role in the development, strategic planning, and execution of the global rebrand in 2010 across all media, including establishing best practices, branding guidelines, and catalog art across all partner sites.
- Developed and optimized all NOC graphic elements and navigation systems, ensuring consistency, efficiency, and quality on each design project.

**Art Director:** April 2004 – May 2007

Served as Design Team Leader on all launch and promotional creative for network priorities. Improved QA through the development of graphic toolkits, brand style guides, workflows and best practices.

- Developed Digital Asset Management and File Sharing systems for the Brand Creative department, helping facilitate the company's shift away from tape-based video assets to a file-based, digital organization.
- Designed and implemented a new graphic system for Comedy Central's Linear TV feed, a large-scale, cross-departmental effort to define and build the 'Lower 3rd' Promotion and Navigation systems.
- Served as a go-to resource and point-person for design systems and training, providing hands-on coaching, training, mentoring, and leadership throughout the project life-cycle.

**Graphic Designer:** October 1998 – April 2004

Originally joined Comedy Central as a Designer and was ultimately promoted to Senior Designer, leading the development of concepts, design, and animation for show launches and network promotions.

- Provided day-to-day promotional graphic support for some of the network's most high-profile shows, including The Daily Show with Jon Stewart.
- Supported the organization's effort to migrate a substantial amount of design and animation to the in-house design and edit teams, including training and certifications on new editing and compositing systems, like Avid DS.
- Produced the new show open and packaging in 2000 and 2004 for The Daily Show, functioning as an Art Director and Producer for the show, the network, promotional team, and design studios.

## **PRO-SOCIAL VOLUNTEER**

**City Green, Inc.** – Board of Directors since 2006, currently serving as Vice President

City Green is a 501(c)3 urban farming and gardening organization working to revitalize urban areas through agriculture and educational programming. It offers practical, technical and financial resources in support of environmental stewardship, equitable access to healthy food, and ecologically sustainable communities. For more, go to <http://citygreenonline.org> or follow them @citygreennj on Instagram.

## **EDUCATION**

**Rutgers University:**

- Bachelor of Fine Arts: Graphic Design
- Bachelor of Science: Political Science
- Phi Beta Kappa Honors Society