

EXPERIENCE

- Freelance Designer Working with small business in the Los Angeles area and nationwide developing brand imaging. Work includes; developing ad campaigns, logo design, marketing material graphics, web design and development
DS Clark Design, Los Angeles, CA August 2003 to Present
- Senior Designer-Teva Head of Design for an international footwear manufacture. Oversaw design team and headed up all design projects. Managed department budget and outsource contracts. Developed new filing and presentation practices. Improved schedule process.
Decker Outdoor Corporation, Goleta, CA November 2002 to August 2003
- Marketing Director Developed and launched new San Diego office for the intent of selling it. Engineered marketing and promotion plan including; advertising, development of marketing materials, the creation of informational packs for patient and medical professional and spearheaded the patient tracking system. Developed referral network with local physicians, pharmacies and health care organizations. Designed all marketing materials including brochures, information packets, and print advertising.
Wilshire Aesthetics Medical Associates Inc, San Diego, CA. February 2002 to November 2002
- Founding Partner Co-created new e-businesses. Wrote business plans and proposals for new web businesses. Developing brand identity and marketing strategy for e-businesses. Creating customer profiles, tracking systems, and referral networks. Overseeing multi-layer advertising campaign.
Attention Please Inc, Las Vegas, NV. November 2001 to Present
- Design Manager Managed design projects for national and international footwear companies. Work directly with clients to solve their branding and product needs. Managed, coached and mentored the design team. Trained junior and intern designers. Organize and managed all presentations. Projects included line development, brand identity, R&D technology development, and product design.
Advance Design Concepts, Reading, MA. October 1997 to January 2002
- Manager Coordinated the sales and staff. Ran customer orientations. Assisted in physical plant redesign. Developed and implicated database for customer tracking.
Metropolitan Fitness, Boston, MA. November 1992 to November 1997
- Corporate Branding Consultant Designed corporate logo for national manufacturing company.
Scapa International, London, England. 1994
- Aquatic Director Coordinated all aquatic programs, staff and facility. Orchestrated and organized all lessons and teams.
Colonel Daniel Marr Boys and Girls Club, Dorchester, MA. 1990 to 1994

EDUCATION

- Master in Business Management **Design Management, May 2001, GPA 3.75
Pratt Institute of Art, New York, NY.**
- Bachelor of Science Degree **Industrial Design, September 1997, GPA 3.5
Wentworth Institute of Technology, Boston, MA.**
- Bachelor of Science Degree **Elementary Education, with a minor in Mathematics, 1990, GPA 3.25
Keene State College, Keene, NH.**