

Experience	13 years of new media design, focused on branding, typography, information design, and visual marketing.
2005 - 2009	Magnani Caruso Dutton (MCD Partners), Freelance Senior Designer <ul style="list-style-type: none">• Oversaw the completion of 50 design projects for Discover Card's new website and global re-branding initiative.• Instrumental in developing site-wide standard design practices for all major sections of the new website, including the Discover Business Card, Discover Financial Services, and Discover Bank.• Led the design of over 25 Discover Card mail campaigns, and an equal number of branded landing pages while designing over 100 ad banner placements.• Additional work included Q.A., development of style guides, templates, and layouts for ongoing maintenance projects.• Other client projects included designs for London 2012, HBO, AT&T and Partnership for a Drug Free America websites.
2003 - 2005	IconNicholson, Freelance Senior Designer <ul style="list-style-type: none">• Played an integral role on the design team that overhauled the design, branding, and visual language of AOL's three largest 'channels' – the Sports, Finance, and Lifestyle sections – which are used by over 100 million AOL users.• Completed website designs for Forest Laboratories (frx.com), MasterCard Advisors, and Ziff Davis media.
2001 - 2003	MoveOnIn.com, Creative Director <ul style="list-style-type: none">• Oversaw MoveOnIn umbrella site and four social networking start-ups.• Managed everything from the visual overhaul of the start-up websites, to designing the marketing materials.• Refurbished the design and architecture of the user subscription process, and streamlined the checkout process. This immediately doubled daily online revenue and tripled the subscriber-base for the company in six months.• Oversaw a team of Junior Freelance Designers in the creation of template pages across all sites.
2000 - 2001	MadScience, Design Partner <ul style="list-style-type: none">• Created user interfaces for software applications and sophisticated interactive websites.• Oversaw the daily details of integrating GUIs with XML, Java, CGI and PHP applications.• Projects involved developing information architectures, user interfaces, and branding start-up companies.
2000	MTV, MTVi, and MTV Music, Designer <ul style="list-style-type: none">• Lead designer on the Celebrity Deathmatch and the Virtual Celebrity Deathmatch Tour sites.• Conceptualized two prototype online music brands for MTV executives, exploring new ways of distributing music online.
1998 - 2000	Sony Online Interactive, Designer <ul style="list-style-type: none">• Designed game 'mini-sites', animated interstitial ads, and interactive banner campaigns.• Updated <i>TheStation@Sony.com</i> website homepage.• AdWeek magazine reviewed and highlighted our interactive ad campaigns for <i>TheStation@Sony.com</i>.
1996 - 1998	MyriadAgency/Method5, Designer <ul style="list-style-type: none">• Conceptualized and created three online 'experience modules' for National Geographic.• Designed and developed websites for Jupiter Media, Pseudo Radio, and other internet start-ups.• Designed a prototype of internet-based TV for Toshiba's top Japanese executives.
Education	Vassar College , B.A. Science, Technology & Society
Skills	Photoshop, Illustrator, HTML, CSS, Flash, InDesign
Websites	Founder and creator of Digitalthread.com – web design gallery, agency listing, and resource for graphic designers.