

Group Creative Director with a proven track record in driving user experience, designing digital products, and developing successful branded content. Skilled in experience design, video production, mobile, and social media with excellent communication skills. Adept at leading cross-functional teams, hiring top talent, and managing multiple projects in a fast-paced environment. Seeking a challenging role in the media industry and digital landscape to create memorable user experiences and elevate brand campaigns.

Areas of Expertise and Tools

- User Experience Design
- Digital Product Design
- Brand Identity
- Video Production
- Design Strategy
- Web Design and Coding
- UX/UI Design
- App Design
- UAT Experience
- Integrated Marketing Campaigns
- Graphic Design
- Adobe Creative Cloud
- Figma
- Sketch
- Zeplin
- InVision
- Leadership
- Animation
- Editing
- Motion Graphics
- Miro
- Confluence
- JIRA
- MS Office

Product Design Lead | Shrapnel | Seattle, WA | March 2022 - April 2023

- Spearhead the overall product design strategy, ensuring alignment with business goals and user needs
- Utilize skills in mobile app design, user journeys, UX research, prototyping, and information architecture
- Designed mobile NFT insignia maker tool
- Designed Shrapnel Web 3.0 Marketplace and payment flow to move NFT insignia maker assets seamlessly into the marketplace and ultimately into a FPS game.
- Collaborate with cross-functional teams to deliver exceptional user experiences
- Tools: Figma, Wireframing, Prototypes, Miro, Confluence, Jira, User testing, and research

Creative Producer | Pixeldust | Weston, CT | 2017 - Present

- Offer a wide range of creative services including product design, app design, UX/UI design, and digital marketing
- Work with diverse clients from various industries, ensuring top-notch deliverables
- Tools: Adobe Creative Cloud, Figma, Sketch, InVision, Animation, Video Production, Editing

Creative Director, Digital Products | NBC Sports Group | Stamford, CT | March 2013 - September 2017

- Established an Emmy award-winning Digital Design Department

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- Led UX/UI and visual design for the entire line of NBC Sports Group digital products
- Collaborated cross-functionally with marketing, editorial, sales, video ops, and product/development teams
- Created mobile app designs, web designs, and prototypes, conducted A/B testing, and developed style guides and digital toolkits/brand books.
- Developed 360° digital campaigns for online, OTT, social, web, video, and experiential products.
- Designed NBC Sports first video subscription based application
- Partnered with Sales executives to drive new creative directions for online sponsorships and sales opportunities within digital products.
- Provided creative concepts for pitching new business initiatives.
- Managed the design budget for the Digital Products team and NBCOlympics.com.

UX Lead | A&E Television Networks | New York, NY | 2005-2006

- Defined and implemented project management application with client review portal
- Managed a team of IT developers for application backend development and management
- Conducted user interviews and ensured UAT experience
- Tools: UX research, Information Architecture, UAT, A/B Testing

Interactive Creative Director | A&E Television Networks | Stamford, CT | 2002-2005

- Established creative direction for online services, products, and broadband
- Led UX, information architecture, and visual design for mobile apps and web products
- Managed a team of designers, animators, and interactive designers
- Tools: Project Management, Digital Marketing, Brand Development, Adobe Creative Suite

Master of Fine Arts (MFA) in 3D Computer Animation & Video Editing | Pratt Institute, Brooklyn, NY Bachelor of Arts (BA) in Political Science | University of Rochester, Rochester

Publications

[Hollywood Reporter, NBC Sports Group](#)

Variety, [NBC Sports Site Relaunch Highlights Video for Pay-TV Subs](#)

Variety, [NBC Embraces Multi-Platform Coverage for Olympics — Finally](#)

[NBC Olympics' production of the 2014 Olympic Winter Games to utilize Microsoft for live and on-demand streaming](#)

Additional Information

Adobe Creative Cloud Advisory Board Member (2015-2017)

BDA (Broadcast Design Association) Member, North America / Judge, Promax (2005-2007)

Violinist: American Chamber Orchestra (2008-2022), Troopers Pit Orchestra (2008-2018)