

Experience

Organic, Inc

March 2010 - Present

Creative Director

Lead multiple teams and workstreams across all Hilton brands over the 'Demand Generation' portion of the account. Integrate with traditional agencies. Direct photoshoots, work on pitches as available.

Campbell-Ewald

June 2009 - March 2010

Senior Vice President, Associate Digital Design Director

Led a team on online media and site design and concepts for Chevy. Work on integrated pitches and social strategy. Improve partner agency relationships.

April 2008 - June 2009

Vice President, Associate Digital Design Director

(Traditional and Digital) Design lead on Alltel Wireless. Lead digital team in developing online media, web video, microsites as well as television spots.

Aug 2007 - April 2008

Associate Digital Design Director

Brought onto Alltel digital team to rapidly improve the design and concepts of the agency's work. This included client contact, presentations and ideation.

Feb 2005 - Aug 2007

Senior Multimedia Art Director

Rapid prototyping, design, concepting and flash development for nearly all agency clients, including all new business pitches.

College for Creative Studies (CCS)

Fall 2005 - Present

Adjunct Faculty: Communication Design Department

Develop curriculum and teach Sophomore-Junior level accredited interactive courses.

This includes a Motorola sponsored course on the 'Future of Mobile Technology' working closely with the Industrial Design department.

Magicspoon.org/ WeCantSleep, LLC

June 2002 - Present

Founder/ Partner

Interactive design and development for various clients.

VuCom New Media

Sept 2000 - June 2003

Multimedia Developer

Concept, design and production of a variety of interactive materials including: CD-ROMs, Kiosks, and eLearning courseware for a variety of automotive and pharmaceutical clients.

Aquent Partners

May 2000 - Sept 2000

Contract

Interactive design and development for various clients.

Education

Bachelor of Fine Arts

College for Creative Studies (CCS)

Communication Design: Focus in Illustration.

Graduated with Honors, May 2001.

Highlights

Alltel and Chevy Design Lead

Lead team on re-aligning all interactive design into a cohesive direction

BizWords iPhone App

Design direction and ideation for HGI launch application.

Banner Content Management System

Invented and built for Alltel to change content and messaging hourly while retaining design flexibility. Later extended the idea for Organic and Hilton.

Alltel Video and TV

Extensive green-screen video for interactive microsites, as well as several TV spots.

Alltel ManCave

Full-Video flash microsite with over 45 minutes of footage, 60 interactive hotspots, with flexible User-Generated-Content wells.

Chevy Tahoe Apprentice

Featured in [Nightline](#), [Wired](#) magazine and more, this has since turned into a defacto case study for all User-Generated-Content.

HHRya

User-Generated-Content campaign for the launch of the Chevy HHR.

Oakland Schools

Interactive courseware concepts for eLearning initiative.

ComicBloc

One of the largest comic communities online with forums, blogs, and a full news portal with reporters and staff.

Campbell-Ewald Employee of the Year

2007 Employee of the Year.