

## SUMMARY

Dynamic Creative Director and Motion Graphics Designer with 25+ years of progressive experience across Broadcast, Film, Print, Digital, and Streaming platforms. A proven leader in developing and executing powerful campaigns and branding initiatives within media and entertainment, driving brand visibility and audience engagement through innovative design strategies. An expert in evolving projects from concept to completion, optimizing budgets, integrating digital media solutions, solving creative challenges, and mentoring creative teams to deliver phenomenal products.

## EXPERTISE

Brand & Identity Development  
360 Campaigns  
Creative Direction  
Strategic Marketing  
Cross-Function Collaboration

Client / Vendor Management  
Team Leadership  
Graphic Design  
Motion Graphics  
Digital & Social Media

On-Set Direction  
Project Management  
Hiring & Mentor-ship  
Live Action  
Visual Effects

Post Production  
AI Creation  
Adobe Creative Suite  
Mid Journey - Image & Video  
Microsoft Office

## PROFESSIONAL HISTORY

07/2022 - Present

**Freelance** / Design Director / Motion Designer

- Led and executed end-to-end creative solutions for a wide-ranging portfolio of projects and studios, guiding work from initial concept to final delivery. Selected clients included MSNBC, NBC News, Significant Others, The Mill, Trollback + Co., Monks, EA1, Bravo, NBC Universal

03/2020 - 07/2022

**Peacock** / Brand Design Director

- Maintained brand integrity across broadcast, print, and digital platforms by coordinating internal and external design teams both domestically and internationally, while ensuring clear, consistent communication between marketing and stakeholders.
- Established the platform's brand voice, tone, and visual language, aligning creative expression with strategic objectives.
- Optimized creative workflows and productivity through the development of standardized, scalable brand asset toolkits.
- Delivered consistent post-launch growth in viewership through strategic creative execution.

05/2014 - 03/2020

**Freelance** / Design Director / Motion Designer

- Directed full-scope creative initiatives across a broad range of projects and studios, guiding teams from concept development through final execution for high-profile clients including Viacom Velocity, NBC Universal, SYFY.

01/2012 - 05/2014

**UVPFactory** / Creative Director

- Directed internal and external design teams to deliver strategic, high-impact multimedia solutions, overseeing the full creative lifecycle from concept through execution, including the development of live experiential events utilizing augmented and virtual reality technologies. Selected clients included HP, Dreamworks Animation, Arise News, Verizon, Coca-Cola
- Built and led a supportive mentorship culture that accelerated the growth of interns and junior design talent.

05/2004 - 01/2012

**Freelance** / Design Director / VFX Supervisor / Motion Designer

- Conceptualized and led the development of show packages, promotional campaigns, short films, and commercial content, directing visual effects across production and post-production to maintain creative integrity and elevate storytelling. Selected Clients: AMC, BET, Comedy Central, NicToons, SYFY, The Onion, Interbrand, FrameStore, Trollback + Co, Imaginary Forces, Michael Jordan Motorsports, Gretel, Psypos

## ACCOMPLISHMENTS

**Creative Media & Interactive Competition**  
*GOLD / UV Phactory / AMERICAS NOW*  
**Creativity Annual Award**  
*NicToons / 2DAY Promo*  
**Broadcast Design Awards**  
*Silver / VH1 / Sat - Sun Promo*

## TECHNICAL SKILLS

**Design:** Adobe Creative Suite / 3D Compositing / Microsoft Office  
Concept Development / Mood & Story Boarding / Typography  
Keyart / Animation / Deck Production / AI Creation

**Post Prod:** Compositing / Color Correction / VFX

**Set Direction:** Wardrobe / Hair, Make-Up / Lighting / Art Direction / Live Action

## EDUCATION

**AI Empowerment**  
*Workshop with Ulrike Kerber*

**BFA - Graphic Design**  
*St. John's University*  
*Jamaica, NY*