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## EXPERIENCE

### L'Oréal IT COSMETICS, Art Director

October 2019 – Present

- Managed packaging specific photoshoots and product retouching, responsible for the creative direction and execution
- Oversaw production and communication with multiple departments (PD, COPY, MKT) to ensure legal and regulatory requirements are met
- Created product launch campaigns, brand communication materials and print assets (i.e. design education documents, brochures, sales materials and prepared files for production)

### L'Oréal Matrix, Art Director

June 2015 – October 2019

- Creative lead in concept development, vision and design execution for all Matrix hair care campaigns globally
- Expertise in editorial art direction providing print and digital executions and production for over 100 catalogs
- Responsible for shaping creative strategy, innovated ways to promote and establish brand identity

### Badger & Winters Sr. Designer

January 2010 – February 2015

- Conceptualized, designed, and executed 360 campaigns for cosmetic, haircare, skincare, fashion, luxury home and food categories
- Clients include: AVON, Living Proof, Godiva, Clairol, Nordstrom Rack, Laura Geller, Diane Von Furstenberg, Make Up Forever, Town & Country, Springmaid, Jacob, Brunswick & Fils, Pepsi, Decorative Furnishings Association and Espacio
- Collaborated closely with account, strategy and production teams to develop creative solutions that supported the objectives of our clients
- Presented campaigns and communicated creative intentions to the client

## EDUCATION

Fashion Institute of Technology, New York, NY  
AOS, Communication Design, May 2013

Wheaton College, Norton, MA  
BFA, Major Sociology, Minor Fine Arts, May 2008

School of Visual Arts, New York, NY  
Fine Arts, August 2007

## TECHNICAL SKILLS

- Proficient in Adobe Creative Suite, MS Office Suite

## SPECIALTIES

- Art Direction, Brand Development, Advertising, Typography, Packaging, Print Production, Retail, Outdoor Advertising & Digital Media