

**:: EXPERIENCE ::****Independent Art Director and Graphic Designer :: 2/2008 – present**

Specializing in web, print and content development. Recent clients include: Dell, Traffic Entertainment, Reliance Communications, Film Karavan, Service Women's Action Network

**Sesame Workshop International :: Creative Consultant :: 1/2007 – 1/2008**

Creative Consultant Art for India's version of Sesame Street: Galli Galli Sim Sim. Lead efforts to develop templates for educational outreach materials and a style guide for use by external design agency.

**K12, Inc. :: Marketing Art Director / Project Manager :: 5/2004 – 10/2006**

Marketing Art Director for one of the nation's leading interactive education and curriculum development companies. Managed a team of seven to develop and execute integrated electronic and print marketing campaigns, websites, publications, catalogs, brand identity programs and product launches. Success of efforts were directly measurable in lead generation and company revenue.

**Eyefloss Design :: Founder :: 11/2002 - 4/2004**

Self-incorporated design studio serving the needs of a diverse client base including Fortune 500 companies and non-profits. Projects encompassed corporate identity and logo development, website design and management, print campaigns and instructional materials.

**Indocenter of Art & Culture :: Creative and Administrative Manager :: 11/2001 - 11/2002**

Oversaw this arts institution's creative and administrative needs. Redesigned website and took over site maintenance. Design and implementation of all print materials for exhibitions and advertising. Managed multimedia/technology needs for presentations and exhibitions.

**Emerging Adult Research - Elementusa.com :: Senior Web Designer :: 11/2000 - 11/2001**

Head of web design for a start up youth market research firm, delegating and overseeing work for two designers. Designed promotional materials for major entertainment companies partnered with E.A.R.

**Digitas :: Web Designer :: 9/1999 - 11/2000**

Developed new concepts and updated existing designs in collaboration with Associate Creative Directors, Account Managers and Copywriters for leading interactive agency focused on integrated marketing, branding and strategic positioning. Designed U.S. home page visuals, banners, and assisted in updating site style guide for American Express. Developed mock-ups for look and feel of Morgan Stanley site redesign, as well as site maps and user flow charts.

**:: SKILLS ::**

Art direction. Project management. Content development. Print design.  
Web Design. Photography. User experience. Visual and audio coordination. Logos. Digital and traditional collage and illustration.  
2D animation. Expert in: Adobe Creative Suite: Photoshop, Illustrator, InDesign. Quark Xpress.

**:: EDUCATION ::**

University of Massachusetts at Amherst –  
B.F.A. Graphic Design and Painting

