

EDUCATION

**ALFRED UNIVERSITY,
SCHOOL OF ART + DESIGN, ALFRED, NY**
BFA, Graphic Design/Oil Painting, Dean's List.

CLIMATEBASE FELLOWSHIP, SAN FRANCISCO, CA
Remote global educational bootcamp and career accelerator for ambitious mission-driven professionals, March 2024-present

SKILLS

Creative Direction, Art Direction, Leadership, Strategy, Branding & Identity, Design Systems, Management, InDesign, Typography, Photoshop, Illustrator, Prepress, Figma, Photography, Illustration, UX, Budgets, Integrated Marketing, Mentorship, Copywriting

EXPERIENCE

ALLELO DESIGN, PHILADELPHIA, PA *Freelance Climate Design, Feb 2024-Present*

- Allelo Design is a purpose-driven design agency specializing in ClimateTech that provides strategy and digital experience leadership to climate tech founders, aiming to reduce risk and increase financial and impact returns. By leveraging rigorous behavioral science, mixed methods research, and a deep understanding of systems, Allelo co-creates change through intentional design.

LONCH, INC, HARTFORD, CT *Founding Designer, Fractional Chief Brand Officer, Jan 2023-Present*

- Driving education and conversion, I designed and built a comprehensive brand identity. Increasing app downloads is a key metric in our initiative to grow the brand, expand our user base, and connect with investors.
- Lead a distributed team to continuously refine the brand's values and principles and ensure content is on-brand and on-message.

BLUE BUFFALO, WILTON, CT *Senior Art Director, Aug 2022-Present*

- Senior Art Director for design and design systems for packaging, print, paid and organic social, performance marketing, email, branded toolkits, new product launches, brand refreshes, and the Blue Buffalo app, Buddies. Highly matrixed environment.

JOVIAL FOODS, NORTH STONINGTON, CT *Creative Director, May 2021-July 2022*

- Jovial packaging portfolio overhaul: the six months following the redesign saw pasta sales increase by 27% compared to the same period during the prior year. The redesign was a 2023 Designalytics Effectiveness Award Winner.
- Leadership and creative direction of design team for social, print & digital entities, new products, integrated campaigns, and line extensions for Jovial and Bionaturae in collaboration with internal C-Suite, VPs, and outside partners

SLATE SCHOOL/UNITE FOR SIGHT, NORTH HAVEN, CT *Art Director, July 2019-May 2021*

- Creative oversight, strategy, development of new visual identity and marketing efforts for Slate School, an outdoor nature school
- Art Direction/design for print and digital spaces for Slate School and Unite for Sight (non-profit global health delivery)
- Lead strategic efforts to create consistent brand messaging to shift public perception and increase brand awareness

JOVIAL FOODS, NORTH STONINGTON, CT *Art Director/Senior designer, August 2014-July 2019*

- Art direction and design for Jovial Foods and Bionaturae, two nationally and internationally distributed organic CPG brands
- Creative direction/execution of branding and packaging overhaul for Bionaturae, resulting in a 15% increase in sales over 12 months.
- End-to-end management of all creative for print and digital entities. A focus on consumer health and wellbeing
- Direction of junior designers and freelance partners. Committed to the career growth of myself and others

STRUCTURAL GRAPHICS, ESSEX, CT *Creative Brand Manager, May 2013-Aug 2014*

- Lead multi-channel integrated brand and content design campaigns spanning a wide variety of disciplines via storytelling
- Set and lead strategy and creative direction across all media for the Structural Graphics brand, lead and oversee design team
- Senior in-house art director for the SG brand, directed internal branding and integrated marketing campaigns

Art Director, December 2012-May 2013

- Creative direction and design of Structural Graphics rebrand in 2013, established new identity and branding guidelines
- Art direction for client campaigns with a significant focus on tech, education, pharmaceutical, insurance, and healthcare verticals

Senior Designer/Paper Engineer, April 2008-December 2012

- Married structural mechanism engineering and print design to exceed campaign objectives for Fortune 100 and 500 clients

VOLUNTEER

Planning & Zoning Commissioner, Town of Haddam
Nov 2017 - Present

Vice Chair, Haddam Democratic Town Committee
Oct 2020 - Oct 2022

Friends of Higganum Cove, Branding & Social Media
April 2021 - Present

Board Member, Connecticut Art Directors Club
Jul 2015 - Aug 2016

Habitat for Humanity: Alfred University/Greater New Haven
Aug 2000 - Jan 2014

Marketing, Higganum Vision Group Jan 2010 - Jan 2017