

Creative director/ illustrator/ graphic designer

with a passion for technical excellence. I utilize an eclectic creative history to achieve consistent and efficient end results that define a proven track record of satisfaction, for both employers and clientele.

professional experience

- June 2012-Present **Playstudios | Casual Games | Creative Director - Games/ Game Designer**
Supervising creative direction over 5 unique game verticals, for both web and mobile platforms, in a casual casino game environment.
- Provide hands on guidance, support and direction to game leads, art directors, production artists and animators to enrich the visual aesthetics of their designated offerings
 - Conceive and produce original game content across multiple disciplines
 - Oversee content authoring while providing final release support in the areas of UI and graphic design, in-game imagery and marketing art
 - Work with CCO to maintain and develop product lines to ensure the freshness and competitive qualities of a market leading brand
 - Work directly with project managers and key stake holders to develop schedules and talent development tracks
 - Identify innovative features and functionality through analysis of key market trends found in both land based gaming and competitor products
 - Coordinate and optimize content teams to facilitate budget conscious deliveries for aggressive scheduling dictated by internal road maps
 - Collaborate with support teams to push new initiatives challenging both technical and creative boundaries and define key optimizations to improve a scalable work flow
 - Work with vendors to optimize external deliveries and work flow to adhere to internal standards
 - Optimize waste to keep deliverables on track
 - Assist in the recruitment and hiring of new employees
 - Develop visual standards for client/ vendor style guides
 - Mentor all levels of art staff to cultivate standalone self-sufficient teams
- April 2008-June 2012 **High 5 Games | Land-Based Video Slot Machine Design | Art Director/ GUI Designer - Finisher**
- Logo design (hand drawn and re-purposed text)
 - Title card/ transition screen design
 - Sprite/symbol design (for hierarchical payback values)
 - Themed illustration renderings (original and photo montage/ retouched imagery)
 - Customer attracts (screens and statics)
 - General font treatments (re-purposing and effect enhancements)
 - Typesetting/ typography design for information banners and user messages
- Sept 2003-April 2008 **MEGA Brands America | Toy Company | Senior Graphic Designer/ Illustrator**
- Illustration for packaging, P.O.P, signage, sticker and instruction sheets
 - Licensed style guide design & production for toy packaging (activities & stationery lines)
 - Original package design & production (including product rendering and structure design)
 - Logo and identity design
- March 2002-Present **Taming Light | Illustration and Design Studio | Owner/ Illustrator/ Designer**
- Illustrations for packaging, print and entertainment related projects
 - Concept design/ visual development for games and film
 - Layout and background art for animation
 - Logo and identity design
 - Creative story development
- 1998-March 2002 **Smith Design Associates | Design Agency | Senior Production Artist/ Illustrator/ Designer**
- Illustrations for packaging, print, P.O.P, FSI and online material (digital and traditional)
 - Production level photo retouching and color correction
 - Provide conceptual and layout designs for pre-production and final output work flows
 - Overall production support, for both creative and technical issues
 - Maintain and update existing product lines and extensions
- 1997-1998 **DisplayCraft, Inc. | Trade Show Company | Senior Graphic Designer**
- 1993-1997 **Obvious, Inc. | Design Studio | Generalized Artist (production, illustration, graphic design)**

education

- 1991-1993 **Newark School of Fine and Industrial Arts | Major: Illustration - Minor: Graphic Design**
Academic Honors
- Graduated top illustrator (Deans' list 1991-1993)
 - Two illustration awards for New Jersey Performing Arts Council