



JPMORGAN CHASE & CO. – NEW YORK, NY

**FULL-TIME VP, PRODUCT DESIGN, JANUARY 2022 – PRESENT**

Working within Wealth Management. Defining and delivering high fidelity product wireframes and prototypes, while owning the end-to-end process from start to finish. Working within responsive, hybrid, and native grids systems. Global templating of site structures, while working from and attributing to a corporate design system. Refinement and solve of user pain points, CX gaps, input from stakeholders, research and data. Provide solutions and thought leadership to design, developers, user experience, and agile best practices across the investment platform. Daily communications with directors, product owners, technology leads, content partners and research. Projects managed: Self-directed investing and screeners (stock, ETF, mutual funds and fixed income).

JTEORE.COM – BROOKLYN, NY

**DESIGN DIRECTOR, MAY 2012 – PRESENT**

Ongoing freelance work (project-by-project basis) between various clients and industry peers. Digital design consulting, UX/UI guidance, research, site mapping, desktop-to-mobile conversions, presentation decks, corporate identities.

REBELLION DESIGN CO. – NEW YORK, NY

**FULL-TIME FREELANCE DIGITAL DESIGN LEAD, JAN 2018 – MAY 2019**

Worked directly with and reported to the Rebellion Design Co. Business Partners for client Dell. Design work within the Dell Technologies and Dell EMC business sectors. Projects managed: 2020 Legacy of Good Corporate Social Responsibility Report, internal EMC Partner Portal, and lower-level Dell Technologies templates. Responsive grid design, desktop-to-mobile design conversions, implementation and creation of new AEM design standards, developer specs, and responsive grid enhancements. Direct communications with client, Director of Technology, developers, project managers and UX.

IBM – NEW YORK, NY

**FULL-TIME FREELANCE DIGITAL DESIGN LEAD, AUG 2014 – SEPT 2016**

Collaborated in multiple agile projects. Focused on consistent visual and UI design, responsive grid structures, IBM Design Thinking patterns and ibm.com design standards. Delivered prototype design, web design, and standards documentation for global internal and external web presence. Regular communications with stakeholders, copywriters, product owners, project managers, UX and strategy. Solid technical understanding of front-end and back-end constraints. Directly worked with front-end (developer teams in Brazil, Bratislava, China, India and U.S.) to assure that design principles and functionality were executed correctly. Worked within seven different agile teams.

eSCHOLASTIC – NEW YORK, NY

**FULL-TIME FREELANCE DIGITAL ART DIRECTOR, OCT 2013 – JULY 2014**

Worked with Design Director and creative team to establish branding, design, and baseline style guidelines for scholastic.com redesign (project killed 4th quarter 2014). Established global responsive grid structure and worked with internal developers to create a functioning prototype. Daily communications with project managers, developers, business units and external clients. Provided regular budgets, time estimates, and junior production guidance.

EURORSCG 4D (HAVAS DIGITAL) – NEW YORK, NY

**FULL-TIME DIGITAL ART DIRECTOR, MAY 2010 – MAR 2012**

Worked directly with Executive Creative Director, Creative Directors, UX, global developers, project managers, research, copywriters and production for client IBM. Involved in global site design and internal employee sites. Development of pattern libraries with emphasis on web in its simplest form. Had direct communications with client and presented work regularly. Projects handled: IBM employee enrollment and profile pages, UK business partner site, mobile design, custom IBM identity material, and the Minds of Modern Mathematics iPad app.

MRM WORLDWIDE – NEW YORK, NY

**FULL-TIME FREELANCE DESIGNER, MAR 2010 – APR 2010**

Worked directly with Creative Director, Art Directors, and copywriter for client Home Depot. Constructed Garden Club landing page. Developed digital and print Home Depot branding guidelines (adding to existing) and digital consumer mailer material.

88 INTERNATIONAL – NEW YORK, NY

**FREELANCE CREATIVE DIRECTOR, MAR 2007 – JAN 2010**

Re-branded and produced clothing detail material for Project Green Label and Earl Jeans. Services involved brand identity and marketing strategy. Managed knit and hangtag material while working with garment accessory specialists. Cared for all pre-press and silk-screening concerns. Art directed Project Green Label photo shoot for WWD article.

LINCOLN CENTER – NEW YORK, NY

**FULL-TIME FREELANCE DESIGNER, SEPT 2009 – NOV 2009**

Creative Services Marketing Department. Worked directly with Creative Director and production manager. Designed and produced promotional collateral with tight turnarounds. Projects managed: Songbook Gala Invite, Alice Tully Hall Seat Naming Brochure, Atrium at Lincoln Center opener material.

NBC UNIVERSAL – NEW YORK, NY

**FULL-TIME FREELANCE ART DIRECTOR, OCT 2008 – DEC 2008**

East Coast Off-Air Print Department. Worked directly with Executive Creative Directors, Creative Directors, senior copywriter, and print production manager. Responsibilities included logos for internal departments, CNBC tactical campaigns, and key art for primetime shows.

STEIN ROGAN + PARTNERS (STEIN IAS) – NEW YORK, NY

**FULL-TIME FREELANCE ART DIRECTOR/SENIOR DESIGNER, JUL 2008 – OCT 2008**

Worked directly with Creative Director, senior copywriter and interactive department. Presented concepts, client designs, and worked directly with trafficking. Clients: McGraw-Hill Education, TransitCenter, Previsite, VMS, Diligent Technologies, Touch Commerce.

NATIONAL CINEMEDIA – NEW YORK, NY

**FULL-TIME FREELANCE ART DIRECTOR/SENIOR DESIGNER, MAY 2008 – JUL 2008**

Worked directly with Design Director, Art Director, and internal marketing department. Created material for new business, pitches, presentations, identity development, and packaging. Clients: Unilever and Sundance.

CHRISTIE'S – NEW YORK, NY

**FULL-TIME FREELANCE ART DIRECTOR/SENIOR DESIGNER, FEB 2008 – APR 2008**

Contemporary Arts Department. Reported to the VP Creative Director and International Co-Head of the Post-War Department. Handled concept and development of Richard Prince table book. Other projects managed: Christie's Day Sale Auction Catalog, Jeff Koons Hoover Convertibles Brochure.

STROMBERG CONSULTING (KETCHUM) – NEW YORK, NY

**FULL-TIME FREELANCE ART DIRECTOR, AUG 2007 – FEB 2008**

Integrated Creative Services Division. Teamed with Creative Director and research consultants. Clients: Kimberly-Clark, FedEx, Morgan Stanley, Boehringer Ingelheim, Omnicom Group, Ketchum Marketing Agency. Branded Kimberly-Clark's Marketing Department for CMO Tony Palmer.

BARBOUR DESIGN – NEW YORK, NY

**FULL-TIME SENIOR DESIGNER, JAN 2005 – NOV 2006**

Responsible for production and design of marketing material. Includes national print advertising in ESPN The Magazine, direct mailing, special event collateral, in-house logos, marketing presentations, web banners, magazine mockups, and pre-press concerns. Clients: AOL, ESPN, ESPN The Magazine, Evergreen Marketing, Life & Style Magazine, Nickelodeon, Orpheus Chamber Orchestra, Roland Foods, YMCA of Greater New York, 24/7 Real Media.

EDUCATION – THE ART INSTITUTE OF PITTSBURGH

**BACHELOR OF COMPUTER SCIENCE, GRAPHIC DESIGN**