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DELIVERABLES

• **Design**

Innovatively creative yet objective driven; consistently can provide solutions within cost and execution parameters; fast: can often generate initial concepts and designs in a day or less

A great color sense from classically inspired, still with my personal signature, to disruptively eye-catching and unexpected; invaluable in photography retouching

Clean, legible, well ordered typography; a broad range of logotypes from quirky personality logos to refined beauty logos; a DESI award-winning logo

Passionate about Package Design in the Beauty category from Mass to Luxury, primary and secondary design; carton constructions and concepts

RECOGNITION/AWARDS: *Package Design*

Top Finalist: FiFi Award (The Fragrance Foundation); Fragrance of the Year ⁽¹⁾ and

Popular Finalist: Packaging of the Year: WILDBLUE NOIR for Banana Republic ⁽²⁾

Cover: Women's Wear Daily, August 7, 2009: Bebe Signature Fragrance

Finalist: Health and Beauty America Packaging Awards: Bioré Shine Control line extension

Award of Merit: ID Magazine: carton construction for The Toro Hose Reel

(1) Fragrance of the Year nominees are evaluated on fragrance, marketing strategy, packaging and advertising

(2) Packaging of the Year nominees are judged based on bottle design, packaging and graphics; both nominations are the first for an in-house designed fragrance at InterParfums

• **Art Direction**

Photography: a keen eye, an innate sense, strong communication skills for concise direction, both while on actual photo shoots and in post, to consistently create powerful beauty images and compelling product photography; a talent for selecting engaging and relevant images for advertising and promotion, concept or packaging mood boards

Visual Merchandising: three-dimensional environmental design experience and interior design education provide the know-how and vocabulary to assess and direct for effective concepts and solutions from Tester holders to custom millwork and merchandising units to complete selling environments within environments

Design and Cross Functional: perceptively attune to syntax, scaling and inconsistencies in design implementation; an understanding of technical drawings to both spot, then correct, discrepancies in design intent and actual execution

• **Execution**

Excellent!: whether a single gift set inspired by a fabric swatch or interpreting a Brand's visions for ancillary products or line extensions and flankers with minimal direction, fast and efficiently; the go-to-guy to put out fires, tackle large, multi-tasked projects or solve out-of-the-ordinary challenges

• **Copywriting**

An Advertising Minor and poetry classes in college has paid off with a flair for fragrance naming and tag lines; headlines and copy for promotional campaigns; assisting in writing new fragrance concepts working closely with Brand Managers

PACKAGE DESIGN

ART DIRECTION

CREATIVE MANAGEMENT

EMPLOYMENT

2008 - Present
InterParfums, Inc
New York, NY
Senior Art Director

2007
Indigo Design
New York, NY
Production Designer

2006-2007 (Seasonal)
Puig Beauty USA
New York, NY
Production Designer

2004-2006
Kao Brands Company
Stamford, CT
Senior Designer

1999-2004
Revlon
New York, NY
Art Director/Designer

BRANDS

Abercrombie & Fitch
Agent Provocateur
Anna Sui
Antonio Bandaras
Ban Deodorant
Banana Republic
Bebe
Betsey Johnson
Bioré
Brooks Brothers
Curél
Dunhill
Gap
Flex Shampoos & Conditioners
Giorgio Armani
Hollister
Jergens
John Frieda
Jordache
Lancôme
Lane Bryant

TEAM BUILDING

• **Management Approach**

Understand, embrace and employ the power of we—in any department, or company-wide, everyone plays a vital role in getting product on-shelf and, when there are challenges, everyone can be part of the solution

Strong time management skills identifying the order tasks need to be completed when cross functional teams are involved, client approvals needed and off-site resources used, all, or in part, to meet execution deadlines; can truly multi-task; due-diligence is second nature

Creative endeavors, when possible, are balanced with business needs; resource allocation aims to be commiserate to sales, distribution and cost-of-goods in an effort to focus time and energy spent on projects and assignments

• **Cross Functional and Vendor Relations**

Communicate, collaborate, compromise is the creed—mutual respect for each others' expertise and experience, good listening skills and pertinent questions is the path to finding solutions; approach challenges with a glass half-full attitude; never "Why can't we do that?" always, "What can we do?"

Well liked, positive, energetic and inclusive (the power of we) whether on-press, creating off-site packaging comp's or on photo shoots or working internally with Package Development, Product Development, Operations and Regulatory teams

A current vendor relationship, with concise art direction and a mutual respect and like for each other, has provided high quality photography with pricing below the industry norm saving the company tens of thousands of dollars over the past few years.

SALES & GROWTH

An integral part of InterParfums eight-fold growth from 2008-2014

• **Seamless Acquisitions**

ANNA SUI (2012), Dunhill (2013), and Oscar de La Renta (2014) Brands: coordinate, implement, execute and Art Direct (after the start of a full-time Production person; February 2014) all packaging legal requirements across all current SKUs resulting in no supply line or distribution interruptions

• **Speed-to-Market**

Design and execute 13 in-line design dunhill Gift Sets including all Production and Art Direction of 13 product photographs; May 2013 for September 2013 delivery

Design and execute six in-line Oscar de la Renta gift sets for secondary markets; Art Direct production; May-June 2014 for September 2014 delivery

• **Promotional Support**

Develop all Visual Merchandising templates for Advertising Guidelines (Suitcase), Merchandising Plan-O-Grams and temporary Sales Environments and Promotions (Animations) for International Sales Teams and Distributors

Design and layout of Suitcases, Animations and Plan-O-Grams for most Brands; Train, mentor and Art Direct full-time Visual Merchandiser: 2012-2016

Lanvin
Mitchum
Oscar de la Renta
Revlon
Revlon Age Defying
Revlon ColorSilk
Revlon ColorStay
Revlon Frost & Glow
Revlon High Dimension
Shanghai Tang

EDUCATION

Fashion Institute of Technology
Fall 2016
1999-2000 Interior Design;
3.98 GPA

University of Bridgeport
Graphic Design Advertising
Minor; Magna Cum Laude,
National Dean's List

COMPUTER SKILLS

AutoDesk
3D Studio Max: Beginner
Adobe Creative Cloud
Illustrator: Expert
Photoshop: Proficient
InDesign: Good

RECOGNITION/AWARDS:

Other Design Disciplines

First Place-Original Logo:
Signs of the Times Electric Sign
Competition: Silver Diner

Book Jacket Cover: Silver Diner;
Successful Sign Design 2; Signs
of the Times Publishing Co

Honor Award: Society of
Environmental Graphic
Designers; Signage for
Silver Diner

DESI Award: Logo; Chassin,
Kandell & Co; a CPA Firm