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Vision Builder
Cultivating creativity from concept to complete

Experience in brief:

- 12+ years of creative leadership in top agencies, directing teams to deliver award-winning integrated campaigns for global brands.
- Expertise developing interactive branded experiences, including websites, social campaigns, mobile apps, video, motion graphics, and promotional content.
- Strong agency-side leadership—mentoring creative teams, scaling resources to meet demand, and strengthening client relationships.
- Partnered with major brands including BIC, IBM, JetBlue, Stokke, Pitney Bowes, and Pratt & Whitney, consistently delivering innovative, results-driven creative.

Experience:

Founder and CFAe – 2025-2026
Creative Free Agent
Raging Muses - Freelance and Contract work

Creative Director – 2021-2025
Simpson Healthcare, an IQVIA business – Durham,NC
Developed a scalable creative ops framework that streamlined workflows, optimized Basecamp, and other tools for agile staffing. This positioned the team to adapt quickly to a dramatic surprise acquisition, in which we shifted from 80–90% internal delivery model to a hybrid model of internal talent, and an expanded freelance bench. In six months, increased team capacity by 150%—growing from 3 to 5 full-time creatives and sourced, interviewed, and onboarded 12–15 contractors and freelancers. Drove year-over-year boost in output by mentoring talent, refining processes, and fostering a high-performing, collaborative culture.

Direct and manage teams to: • Strategize • Scope • Present • Plan • Design • Develop

Built Interactive branded experiences such as: • Website launches, and redesigns • Animated motion graphics • Social channel branding, and campaigns • Video • Banners • Advertisements

Clients include: Astra Zeneca, Galderma, LivaNova, GSK, Takeda, Verastem, and others

GE Tech Trainer and Marketing Design Consultant – 2016-2021
Tata Consulting Services – Fairfield, CT

Deliver onsite, telepresence, and online cloud software instruction.
Design, and development of promotional related materials.

Digital Product Designer / Multimedia Services Manager – 2016
Osprey Strategic Research – Cheshire, CT
Design, and direct digital development of company software product. Work with and manage mixed discipline teams in the development of product: • Structure • UI/UX • Lesson Content • Interactive • Design

Digital Director / Associate Creative Director – 2014-2015
Cashman+Katz – Glastonbury, CT

Combine talent, digital expertise, and strategic insight to originate effective integrated marketing campaigns.
Directed, managed, and worked with teams to: • Strategize • Scope • Present • Sell • Plan • Design • Develop
Built Interactive branded experiences: • Website launches and redesigns • Animated motion graphics • Social

Cashman+Katz - continued:

channel branding and campaigns • Banners • Advertisements • Site content and marketing management (SEO, SEM and CMS platforms) • Campaign messaging • Mobile apps • Video - show and broadcast • Promotional campaigns etc.

Clients included: BIC, Foxwoods Resort, Pratt & Whitney, Old Saybrook Point Inn & Spa

Creative Director – 2006-2013
Quintet Systems, Inc. - Stamford, CT

Provide guidance and fostered cutting-edge creative direction for this award winning, integrated, and interactive marketing agency. Strategic and creative planner charged with creating, drafting, and presenting agency briefs, treats, storyboards, strategy and marketing plans.

Lead, manage and directed creative team to: • Strategize • Scope • Present • Sell • Plan • Design

Develop Interactive branded experiences such as: • Website launches and redesigns • Animated motion graphics • Corporate Identity, logo design • Advertisements • Event Experience Design (booth design, signage, show interactive deliverables, video walls, web pages etc.)

Clients included: AT&T, AXA Equitable, Bayer, Coolcentric, FICO, IBM, Jet Blue, Novartis, Pitney Bowes, Richfield Hospitality Inc., Stokke, Wakefield-Vette, VMWare

Senior Interactive Art Director – 2003-2006
Quintet Systems, Inc. - Stamford, CT
Directed staff in the graphic, and interface design for video, print, digital, and interactive development.

Adjunct Professor of Interactive Design and Development – 2003-2006*
Sacred Heart University - Fairfield, CT

Taught graduate students tools, techniques, features, and process in the use of Adobe Photoshop, Dreamweaver, Flash, Director, and other software to produce digital deliverables such as websites, interactive applications, and others.

Interactive Art Director – 1997-2003
Quintet Systems, Inc. - Stamford, CT

Designed show, event, broadcast, video, motion graphic, and web delivered productions.
** Worked simultaneously as Adjunct Professor of Interactive Studies, Sacred Heart University - Fairfield, CT*

Qualifications:

Capabilities: Talent Management, Brief Development, Product Design, UX/UI, Concept Development, Branding Design, Creative, Show Display Design, Public Speaking, Estimating, Creative, Art Direction, Storyboarding, Motion Graphic Design, Illustration, and Video Editing.

High Proficiency in: Adobe Creative Suite: including Dreamweaver, Illustrator, Photoshop, Premiere, After Effects, HTML 5 (or living standard), After Effects, CSS, CMS platforms, and Microsoft Office Suite: including Excel, Word, PowerPoint, ToDo, Forms, and other application frameworks.
(For example: Figma, BaseCamp, and others.)

Awards: Silver Galaxy Award winner for strategy, and design in marketing,
Bronze MerComm Award winner for packaging design, Gold Award for best interactive sales deliverable

Education: 1993-1994 – University College, University of Denver - Advanced Study in Multimedia - CO
1990-1990 – Platt College - Computer Aided Design Graduate - CO
1986-1990 – University of Denver - Bachelor of Arts Double Major, Graphic Design & Mass Comm. - CO

Professional Affiliations: Creative Directors Only Network, Connecticut Art Directors Club (CADC), American Institute of Graphic Artists (AIGA), Art Directors Club of Denver.

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