

Communication Design & Consulting

experience >4

1999-Present Top Design/Marketing Communications Firm

Working on-site as a design consultant, responsible for the design, art direction, and management of corporate branding projects and the development of creative strategies for print and internet clients. Also work with colleges and universities developing institutional branding, capital campaign communications and interactive recruitment programs. Participate in new business pitches, client strategy meetings, and creative presentations. Develop solutions and internal processes that are team-driven and support the vision of an integrated agency. Lead design teams on merger/acquisition clients—developing brand communication strategies, and implementation of worldwide graphic standards programs.

experience >3

1996-1999 Hewitt Associates Design Director

Responsible for the design direction and management, art direction, creative supervision, financial management, and internal growth of DesignWorks. Working with clients in the strategic planning, design development, and creative implementation of worldwide design programs, and multiple-language translation projects. Design projects included—corporate branding, collateral, brochures, newsletters, video packaging, posters, and consulting on communications projects for merger and acquisition clients. Project management skills included directing teams in Hewitt offices to effectively manage the design implementation of client programs. Internally develop creative strategies, design, art direct designers, and manage the use of external design firms. Also, responsible for the financial success of DesignWorks, and the recommendation and implementation of software tools to better manage time and budgets.

experience >2

1989-1995 The MITRE Corporation Senior Designer

Responsible for the design and art direction of corporate collateral, brochures, annual reports, quarterly reports, public service campaigns, and kiosk displays. Specific project management skills included developing budgets, strategy and planning, client presentations, production supervision, and art directing junior designers.

experience >1

1983-1989 Self-Employed

Working with clients in the strategic development and implementation of communication design programs. Comprehensive design services, design consulting, project management, client presentations, design concepts, art direction, production, and print supervision. Helping clients build corporate identity through strategic development of print collateral materials, corporate brochures, annual reports, direct marketing, packaging, displays, and human interface.

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client/project list

Agfa
AltaVista
Arthur D. Little
A. T. Cross
Athenahealth
Bay Networks
Centeon/Germany
Compaq
CVS
Design Continuum
Dictaphone
Emmanuel College
Epsilon
Ernst & Young
Express Scripts/Value Rx
Emmanuel College
Fidelity Investments
First Realty Management
Genzyme Corporation
Gettysburg College
Haynes Flutes & Piccolos
Hewitt Associates
Hofstra University
Integral Access
John Hancock
Lawrence Boys & Girls Club
Liberty Mutual
Lernout & Hauspie
Montclair State University
MedDiversified
MITRE Corporation
Nicholls State University
New England Financial
NYU
Palm
Progress Software
Providence College
Reebok
Scitex America
S. D. Warren
Spence School
Suffield Academy
Suffolk University
Thomson Corporation
Verbind
VideoLink
Women & Infants Hospital

education

New England School of Art & Design,
Post Graduate Graphic Design

Merrimack College,
B.A. Political Science

awards

Award of Excellence, MEAD Top 60 Show
Award of Merit, Potlatch Paper
Certificate of Excellence, Strathmore Paper
Certificate of Excellence, Curtis Flannel Promotion
Gold Award, FOLIO Direct Mail Advertising
1994 First Place Award, Gallery of Superb Printing
1993 New England Top 30 Annual Report Show

lecturer

1987–1996
Northeastern University
Adjunct Lecturer
Graphic Design Program

2004– Present
Merrimack College
Adjunct Lecturer
Digital Media Program