

## Experience

### **AC Designs - (August 2017 – Present)**

#### **Freelance Design, Development, Brand Strategy and Online Marketing**

Product, packaging and surface design for both new clients and former employers in the juvenile, gift and cosmetics industries. Complete rebrand, website creation, social media management, and travel to China to design bags for the client Soho Babies or [www.sohocollections.com](http://www.sohocollections.com). Toy concept design work for client Tickle and Main. Social media and promotional design work for client Cybex. Created all branding and social media collateral for client SciMoms.

### **Itzy Ritzy - (June 2015–August 2017) – Naperville, IL** **Creative Director**

Promoted to Creative Director position and relocated by company to Naperville, IL after freelancing for them from New York for three years. Created Diaper Bag category collection, now the company's most profitable category. Illustrated all new prints and patterns for product line. Developed corporate brand identity standards. Concept design for corporate website. Total packaging reavamp and upgrade. Implemented standardized, stricter product quality control standards. Oversaw and ran separate design studio. Managed two full time designers, as well as freelancers, including seamstresses, photographers, web programmers, solid works programmers, and overseas vendors.

### **AC Designs - Self Employed (May 2012 – June 2015) – NY and CT**

#### **Freelance Designer**

Product, packaging and surface design for multiple companies within the baby/juvenile industry, including brands from Dorel Juvenile, Itzy Ritzy, JuJube, Radio Flyer, Hunt & Gather Studio, Triboro Quilt (Gerber) and Fisher Price.

### **Skip Hop (July 2011 – May 2012) – New York City, NY** **Senior Designer**

Project leader and senior designer on all Skip Hop bedding/nursery items, including complete sheet™, wearable blankets, wall decals, nursery blankets, crib skirts, bumpers and crib mobiles. Designed a large library of textile prints for use on Skip Hop soft goods. Designed and developed product exclusives, special collections for major retailers and distributors. Including Babies R Us, Buy Buy Baby, Target, and Bambini (AUS).

### **Dory Designs/Maclaren Baby (October 2007 – July 2011) – Norwalk CT**

#### **Senior Soft Goods Designer**

Senior designer/ developer for entire Maclaren product collection.

Including yearly stroller collection, non wheeled goods, accessories, stroller seat liners and toys.

Created a large collection of original textile prints for buggy liner, accessories, and toy collections.

Designed and produced all product exclusives for retailers both domestically and abroad. Including Babies R Us, Buy Buy Baby, Target, Mothercare (UK), and Familiar (Japan).

Daily contact with Hong Kong office and external vendors, developing new products whilst keeping costs down and production time to a minimum.

Computer rendering of all new products, product range overview sheets, and visual specifications for company wide use.

### **Two's Company (May 2005- October 2007) - Elmsford, NY**

#### **Product /Packaging Designer**

Designed and developed a wide range of consumer products and packaging, from concept to market. Created product branding -group brainstorming, product research through computer rendering of ideas. Created structural package design and product assembly through mechanicals and three-dimensional renderings. Dealt directly with vendors in Asia to get products and packaging made to exact specifications, within tight deadlines and budgets. Construction of numerous intricate mock ups for both photo shoots and trade shows.

### **Amscan, Inc. (March 2004 – May 2005) - Elmsford, NY**

#### **Graphic Designer**

Designed tableware and gift wrap ensembles for this large party supply company under tight deadlines. Prepared highly detailed mock ups of products for catalog photo shoots. Closely followed current trends and styles in order to translate them into innovative designs for clients.

### **Leapfrog Advertising, (March 2003 – July 2005)** **New York, NY**

#### **Freelance Designer**

Designed company logo for use on all corporate collateral. Designed and executed company website. Worked on client accounts, including both print and television advertising.

### **Raft International (March 2001 – December 2002)** **London, UK**

#### **Art Director/Web Designer**

Responsibilities included development and supervision of all company graphic materials. Position required a great deal of client contact and frequent international travel for trade shows. Designed and maintained company website, and collateral.

## Skills

Adobe Suite · Sketch · Sketchbook Pro · AutoCad · Microsoft Suite · Corel Painter · Web Development · Wordpress · Illustration · Industrial Design · Art Direction · Advertising · Product Design · Materials Sourcing · Trend Forecasting · Social Media Marketing

## Education

Bachelor of Arts – Graphic Design /Minor Applied Computer Science (2000) - Keene State College, Keene, NH