

## Profile

Accomplished, tech-savvy creative executive with wide-ranging experience in multichannel advertising, omni-channel marketing, brand strategy, product development, information architecture, and user centric design. Exceptionally creative and organized leader with over 15 years of hands-on experience managing multidisciplinary design teams to deliver creative concepts and customer facing product solutions on time and within budget, while utilizing scalable techniques and forward thinking technology principles. Currently looking to secure a position in the creative department of an established design house, allowing further technical development as well as personal and professional growth.

## Essential Duties & Responsibilities / Employment History

**Role: Head of Global Creative – Digital**  
**Company: Western Union Digital Ventures**

November 2012 – Present  
185 Berry St. Suite 1600. San Francisco, CA. 94107

- Worked hand-in-hand with executive leadership to revitalize the age-old brand through the creation of a comprehensive communications platform designed to expand the product consideration set of millennial consumers in 40 new global markets.
- Developed the corporate strategy and global operational model for the creation of Western Union's first in house full-service creative agency, ensuring the delivery of high quality, strategically grounded creative for several divisions of the company's core business.
- Oversaw the conceptual development and completion of more than 1600 global campaigns and marketing initiatives, leading to over \$15 million in annual cost savings and 3rd party agency fees.
- Architected an enterprise level agile project management solution to supervise the day-to-day operations of multiple creative shops and multi-disciplinary design teams based in the US, Canada, UK, Lithuania, Costa Rica, Morocco, and the Philippines.
- Supervised all phases of the production process to ensure global creative consistency for paid media, programmatic display, email, on-site creative, social media, mobile and app store communications, print and point of sale graphics, video production, and trade show graphics and installations.
- Managed the global marketing production schedule, set project expectations, and clearly communicated key objectives with multiple stakeholders.

**Role: Director, Creative & User Experience**  
**Company: Delivery Agent**

October 2008 – December 2012  
300 California St. San Francisco, CA. 94104

- Directed the development and execution of site launches, redesigns, channel launches, new product features, and promotional marketing campaigns.
- Oversaw all phases of the product development process and set the strategic and creative direction for the company's suite of online products.
- Managed an intense creative production schedule and clearly communicated vision to a wide variety of key stakeholders.
- Developed an Agile/Scrum project management framework to supervise the day-to-day operations of several cross-functional teams ensuring the delivery of polished, market ready products and services.
- Managed, inspired and guided a team of 12 visual designers, contractors, and outside vendors to creative excellence as a mentor, including career and skill, development.
- Led and continually evolved the creative process in order to improve efficiencies and scalability within the project lifecycle.

*Clients: BBC Worldwide | Live Nation | Turner Classic Movies | Playboy | Star Trek | 2012 London Olympic Games | USTA*

**Role: Art Director**  
**Company: Delivery Agent**

July 2007 – October 2008  
300 California St. San Francisco, CA. 94104

- Managed and mentored the creative team while ensuring all client deadlines were met, on brand, and within scope and budget.
- Personally designed comprehensive e-commerce sites as well as flash and video applications for high traffic, high revenue clients.
- Developed a scalable creative process that delivered consistent, high quality work in the most time efficient way possible.
- Managed project timelines and deliverables for over 60 entertainment and network clients.
- Developed multimedia presentations for business development projects and new business opportunities.
- Co-directed user experience and defined guidelines for use across all client web sites.
- Defined brand guidelines for multiple domestic and international partners.

*Clients: Discovery Communications | A&E Networks | NBCUniversal | FOX | ABC | CBS | MTV | UFC | NFL | FIFA*

**Role: Senior Manager of Visual Design**  
**Company: Delivery Agent**

June 2006 – July 2007  
300 California St. San Francisco, CA. 94104

- Designed intuitive, best of breed websites within the e-commerce space utilizing best practice techniques and innovative online technologies
- Owned the entire creative design process for individual marketing campaigns for multiple clients
- Demonstrated ability to follow style guidelines and incorporate verbal direction into all projects
- Followed through with all creative initiatives and projects with a sense of urgency and attention to detail
- Executed artistic sensibility and knowledge of design fundamentals such as adjustment layers, masks, filters, smart objects, and color separation
- Proofed incoming/outgoing materials for conformance to brand guidelines and site specifications
- Collaborated and worked pro-actively with the Business Management and Email Retention teams.
- Organized, managed and track time for all projects

**Role: Lead Graphic Designer**  
**Company: Boxport IIc.**

June 2003 – July 2006  
222 Sutter St. San Francisco, CA. 94108

- Designed in-room retail catalogs and implement e-commerce websites for multiple International Hotel and Resort Corporations.
- Oversaw art direction for catalog design, product photography, retail packaging, and post-production work for multiple retail projects.
- Developed concepts and delivered creative solutions that were on target with our client budget and marketing strategy.
- Designed and deployed web concepts and user interfaces to guide users seamlessly through the online shopping experience.
- Worked directly with members of the product development staff to design products and product packaging for individual hotel clients.
- Assisted in the reconstruction of the company database and content management system to incorporate mainstream elements and utilities consistent with larger e-commerce websites.

*Clients: Kohler | Rock Resorts | Kimpton Hotel Group | Mandarin Oriental | Shutters | Wynn | Hard Rock | Le Parker Meridien*

**Role: Graphic Designer**  
**Company: Mama-net.it.snc.**

February 2001 – October 2002  
Via G. Modena 6. Firenze, Italia. 50100

- Designed and developed corporate identities for international clients throughout the European marketplace.
- Created logos, catalogs, posters, signage, product packaging designs, menus, leaflets, letterheads, and business cards.
- Created presentations for special events and national conferences.
- Designed numerous Flash and PowerPoint presentations for web use.
- Coordinated appointments with external clients and partners to discuss project proposals.
- Translated Italian and English documents for web sites.

**Role: Multimedia Assistant**  
**Company: Redwood Science Laboratories, U.S. Forest Service**

September 2000 – January 2001  
1700 Bayview St. Arcata, CA. 95521

- Designed and planned the page layout for three regional conference posters.
- Completed daily print production projects as specified.
- Organized and maintained digital database, archives, and resource materials.
- Performed the pre-press and print production for all projects utilizing plot printers.

**Role: Graphic Designer (Internship)**  
**Company: CSU International Programs**

Academic Years 1998 – 2000  
Via G. Leopardi 27. Firenze, Italia. 50100

- Designed the cover work and layout for posters and catalogs advertising the student art shows.
- Worked directly with several typographers throughout the printing process.
- Facilitated meetings with foreign universities, and city officials to secure permits for the gallery space.
- Photographed and cataloged all student artwork.
- Prepared the gallery space and hung all artwork for the show.

## Technical Skills

Excellent drawing, painting, design, & photography skills. Expert level experience using the latest versions of Adobe Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Premiere & AfterEffects. Hands on expertise coding in HTML5, CSS3, XML, JavaScript and ActionScript. Expert in Agile/Scrum principles (Jira, Confluence, Trello, Basecamp, Wrike, & Rally). Extensive expertise with spot/four-color process printing. Packaging experience. Video production experience. Proficient on Mac and PC operating systems. Microsoft Office (Word, Excel, Outlook & PowerPoint). iWork (Keynote, Numbers, & Pages). Strong organizational skills coupled with experience managing multiple design teams. Fluent in Italian. Comprehensive Spanish.

## Education

**La Accademia di Belle Arti di Firenze. University of Florence**, The Academy of Fine Arts, Florence, Italy. July 2000  
**B.F.A., Studio Art & Graphic Design**. December 2000. HSU |California State University, Arcata, CA.

## Awards & Accolades



**Internet Advertising Competition Award (IAC):**  
• Best of Show: Best Financial Services Online Campaign (2016)



**OMMA:**  
• Best Hispanic Marketing Campaign (2016)



**Reggie Awards:**  
• Gold, Best National Consumer Campaign over \$3 Million (2016)  
• Bronze, Best Digital and Mobile Campaign (2016)



**Dire e Fare Magazine:**  
• Awarded premiere prize for "Innovation in Design" (2002).



**American Advertising Federation MOSAIC Awards:**  
• Best Multicultural Digital Campaign (2016)



**Oprah Magazine:**  
• Work was published as one of Oprah's favorite things (2006)



**PRO Award:**  
• Best Cross-Channel Campaign (2016)



**W3 Awards:**  
• Gold, Marketing in Integrated Campaign-Branding (2016)  
• Gold, E-commerce Discovery Store (2009)  
• Silver, Marketing in Online Campaign-Banking/Bill Paying (2016)  
• Silver, Marketing in Marketing Effectiveness-Banking/Bill Paying (2016)  
• Silver, Marketing in Online Campaign-Branding (2016)  
• Silver, E-commerce Turner Classic Movies Store (2012)  
• Silver, E-commerce HBO Store (2009)



**WU Lion:**  
• Gold, Best Digital Campaign (2015)  
• Silver, Breakthrough of the Year (2016)

## Miscellaneous

Stage tech for alternative group "Radiohead" while touring throughout Italy.