

Qualifications Summary

- Confident, self-motivated, self-disciplined professional with over 20 years experience providing creative services
- 8 years of management experience; skilled at providing motivation & leadership to all supervised teams
- Excellent interpersonal & communication skills; can distill complex ideas into easy, understandable concepts
- Strong ability to identify, understand and articulate the needs of clients and internal staff at the executive level
- Hands-on experience working across all facets of a project lifecycle, from initial consultant to successful completion
- Presents and defends ideas with passion and conviction; amenable and sensitive to others opinions & criticism
- Highly-regarded and respected by colleagues, clients and vendors

netActiv Media, Inc. – New York, NY

2001 – Present

Creative Director / Principal

As the Principal and founder of this boutique consulting firm, I assemble and lead highly-specialized contract teams of A-list designers, developers and user experience professionals focused on providing the highest quality creative and technical services to my clients. For over 8 years, my firm has served as a trusted partner to Fortune 100 companies, branches of the U.S. government, and other satisfied clients of all sizes. My experience has enabled netActiv to provide a full suite of services that include strategic consulting, corporate branding & identity, and the design and development of Web-based marketing sites, applications and portals, as well as print collateral and marketing campaigns. By directly involving and sharing in the entrepreneurial spirit of my clients, I have successfully built long, dedicated business relationships, and have inspired my clients help create products and services that have exceeded their own expectations.

Selected Portfolio Highlights:

- **Office of the United States Trade Representative (U.S. Government)**
Creative Direction, Information Architecture: Web Site Redesign and Development / PR Consultation
- **QinetiQ Trusted Information Management (Americas Division)**
Creative Direction: Web Site design and Development, Print Collateral, Branding
- **Pfizer Pharmaceuticals**
Creative Direction, Usability Analysis, Prototyping: Employee Events Booking Intranet
- **Schering-Plough Pharmaceuticals**
Creative Direction, Information Architecture: Global Animal Management Products Portal
- **Sentry Builders Corp**
Creative Direction, Information Architecture: Web Site Design and Development / Print Collateral

Other Clients Include:

Alpharma, ThinkForward, SUNY, Faulding Pharmaceuticals, Ivy Technology Partners, Finetix, Wainscot Media, Market Street Advisors, Institute of Audio Research, MBA Video, BestBoards, A-Train Productions, VotaPro, Furlin Financial, eGOP, Urban Republicans, Scandix LLC, Stenger & Stenger Law, CDS, OfficeMax, Chicago Steaks, Savant Media Solutions, Simplexity, Ruth Realtors, Government Securities Clearing Corp.

Starpoint Solutions, LLC – New York, NY

1999 – 2001

Art Director / Creative Director / Director of Interactive Services

Starpoint is an award-winning international consulting firm, specializing in application development, creative design, multimedia production, systems integration, and interactive design. I joined Starpoint as a lead designer, where my ability to easily build rapport with clients quickly led to my managing projects and acting as a client partner on initiatives with budgets up to \$3MM. Advancing to the role of Art/Creative Director, I led the design team in creative marketing initiatives, eLearning programs and application development, managing and forming business practices and methodologies which more effectively addressed the needs of our diverse high-profile client roster. I enriched and fostered many of our client relationships, developing engagement strategies and creative assessment methodologies which were widely adopted and still in use today. As the Director of Interactive Services for *Netsuasion*, Starpoint's highly-specialized project triage and troubleshooting team, I played a key role in developing creative solutions to complex and unusual problems for Starpoint's highest profile clients.

Selected Portfolio Highlights:

- **Associated Press**
Creative Direction, Information Architecture: Global Intranet Reorganization Strategy
- **Bank One / FirstUSA**
Art Direction, Character Development, Game Development: *MyMoneyMatters* E-Learning program
Art Direction: Affiliate Campaigns, half of all banner campaigns from 2000-2001
- **Horizon Blue Cross Blue Shield of NJ**
Creative Direction, Information Architecture, Flash Development: 5 E-Learning Courses for Employees
- **Ignite! Learning**
Art Direction, Information Architecture, Prototyping: Advanced Education Concept Demos
- **Merrill Lynch**
Art Direction: *Merrill Lynch Direct!* Program Manual and Corporate Print Collateral

Other Clients Include:

Citigroup, Bank One, JP Morgan, Deutsche Bank, Arthur Andersen, QV Trading, Direct Merchants Bank, Talk.com Chase Bank, WingSpan Bank, Prodigy Networks, AOL, Yahoo!, Ameritrade, NYCOTB, PGA Tour, Metris, MutualFunds.com, CollegeBoardwalk, IBM, Ogilvy & Mather, State Street Global Advisors, Scudder Investments, The Rosie O'Donnell show, NetDecide.

Woller, Cook & Misamore - Grand Rapids, Michigan

1999 – 2001

Lead Designer / Multimedia Developer

At WC+M each lead designer was responsible for the entire product creation cycle. During my time at WC+M, I led and was responsible for the initial project assessment through the steps of information architecture, prototyping, creative design, technical development and delivery of multimedia, CD-Rom and web based projects.

Project Highlights

Multimedia / CD Rom Development

Rapistan, MichCon Energy, Steelcase, Upjohn/Pharmacia

Web Development

Computer Sciences Corporation (Corporate Web Site)
Dow Chemical
Styrofoam.com
Saran.com
Chlorinated Solvents (at dow.com)

EyeKon Photography & Digital Media - Grand Rapids, Michigan

1996 - 1999

Partner / Photographer / Creative Design Director

Multimedia / Design Projects:

Haworth
Framburg Lighting
Corbett Lighting
Simon & Schuster
Pro Organo Recordings
LentzUSA muffler
Southland Car Wash
Breakwater Consulting

Photography Projects:

Herman Miller/SQA
Haworth
Framburg Lighting
Grand Rapids Hoops
Corbett Lighting
Pro Organo Recordings
Titan Foods
Grand Valley State University
United Progressive Church
Integrated Architecture
Scali McCabe Sloves
Pella Windows
Southland Car Wash
Breakwater Consulting

Contract Photojournalism - Michigan, Indiana, Illinois

1985 - 1996

Prior to working in creative media development, design and advertising, I was an internationally published photojournalist. Over the course of a decade I created award-winning imagery, covering a wide variety of hard news, feature, human-interest, sports and fashion assignments.

Publishing Credits Include:

LIFE Magazine, Sports Illustrated, Golf Digest, The Associated Press, United Press International, People (London), Weekly Reader, The Economist, Policy Review, We Magazine, New York Times, Washington Post, Toronto Star, Grand Rapids Press, Grand Rapids Magazine, Indianapolis Monthly, Blue & White, Irish Sports Report, Cleveland Plain Dealer, Detroit Free Press, Detroit News, South Bend Tribune, Baltimore Sun, Image Magazine, Holland Sentinel, Das Goldene Blatt, Harbor Country News, Bedford Times/Mail, Michigan City News/Dispatch, Bursma Publications, Se & Hor (Denmark), Michigan Soccer News, Michigan Cyclist, Business Insight, and many others.

Additional Credits

Shut Up and Model (TV Show) - Line Producer 2005
OneModelPlace.com Advisory and Policy Committees 2002 –present
Numerous Philanthropic Media Projects

Lecture Credits

Lectures I have developed and presented in multiple conference, convention and classroom settings:
(1-2 hours in length)

Building a Better Portfolio

This lecture instructs creative professionals and models in techniques to develop a more effective portfolio, examines the psychology of presentation techniques, and discusses many misconceptions in the development of a winning presentation.

The Creative Assessment

Directed at the creative professional and consultant, this series of techniques, exercises and methodologies help project-leaders to foster a greater knowledge of their clients' actual project needs; manage the expectations of client, while creating a higher sense of involvement and ownership on the final product.

Copyright, Releases & Usage Rights

This course is an overview of US Code, Title 17 (The US Copyright Act) as it specifically applies to photographers, models and art directors, as well as a look at the use and importance of usage and likeness rights as applied to photographs, commercial and advertising uses and the of models contracted for various types of media.

Professional Memberships/Affiliations:

American Institute of Graphic Arts (AIGA), Elec. Frontier Foundation (EFF), American Soc. of Media Photographers (ASMP)

Education:

Grand Valley State University – Allendale/Grand Rapids, MI Date of Graduation 1995
Bachelor of Science: Communications Theory/Photography - Minors: Music Composition, Physics

References:

Employer, colleague, and client references are available on request

Selected samples / case studies available on request