

EXPERIENCE

Area 23 | Remote/NYC, NY | Art Supervisor - Group Art Supervisor | 2021-Present

- Led integrated creative across digital, social, web, experiential, print, and broadcast—including multiple national TV campaigns—for long-running dermatology, immunology, and vaccine brands.
- Built and evolved multi-year brand identity systems, ensuring cohesive visual language across product launches, education initiatives, and multi-phase campaign refreshes.
- Translated complex scientific information into simple, clean, emotionally compelling visual storytelling tailored to both consumers and clinicians.
- Directed external creative partners including illustrators, editors, photographers, and production partners to bring elevated campaign concepts to life.
- Partnered cross-functionally with strategy, UX, creative leadership, copy, and medical/legal to align creative to brand goals and deliver high-quality, on-strategy work.

PRECISIONeffect | Remote/Boston, MA | Senior Designer - Art Supervisor | 2018-2021

- Concepted and executed brand creative across more than a dozen therapeutic categories—including biotech, dermatology, women's health, oncology, and rare disease—building distinct visual identities for a wide range of audiences and brand narratives.
- Developed 14 visual identities and logos (4 trademarked) as part of holistic brand systems
- Managed and mentored junior designers, providing creative direction, feedback, and workflow oversight across simultaneous projects.

Tyndall Design | Maynard, MA | Freelance Designer | 2017- 2018

Executed designs for advertising and promotional materials for medical devices and diagnostic products across diabetes, transfusion, and lab testing categories.

Digitas Health | Philadelphia, PA | Designer - Art Director | 2016 - 2017

Created multi-channel education campaigns across digital, social, print, and Times Square OOH for behavioral health, dermatology, and men's health brands.

Sir Isaac | Salem, MA | Art Director | Fall - Winter 2015

Produced executional design work for product focused marketing across diagnostic testing, agriculture, and financial clients

Freelance Work | Remote | 2015 - 2018

Provided executional support across education, public safety, and fashion clients, including MIT Press, Rider University, FORGE Worldwide, Motus, and Coldwater Creek.

EDUCATION

Syracuse University | BFA in Communications Design

4As Institute for Advanced Advertising Studies

SKILLS

Strong presenter, mid-level management experience, strategic thinker, cross-functional collaborator

Tactical: Brand identity, UI/web design, campaign concepting, motion/storyboards, video and photo shoots, interactive digital experiences, experiential trade shows, out-of-home, print and digital marketing, packaging

Technical: Adobe InDesign, Photoshop, Illustrator, Premiere Pro, MidJourney Ai, Sketch