



## EMPLOYMENT

### UNITED NATIONS – PEACEKEEPING

COMMUNICATION OFFICER/DESIGNER December 2016 to Present

- Leading the rebranding effort and redesign of the flagship website in Drupal
- Design and marketing strategies for social media and campaign events
- Photograph events for news and social media related to UN Peacekeeping
- Conceptualized and designed infographics and illustrations

### HOUGHTON MIFFLIN HARCOURT

LEAD DESIGNER July 2015 to May 2016

- Conceptualized and designed infographics and illustrations for flagship product
- To ensure success of product, I lead my design team to devise new strategies and organizational structure to help my department to be more sustainable

### SCHOLASTIC INC.

SENIOR DESIGNER March 2007 to May 2015

- Liaised with creative directors, writers and production departments to ensure that cross-creative collaboration process evolves into well-developed products that meets Scholastic's objectives
- Managed teams and outside talents to meet established budgets
- Ensured that the design visually communicates the desired message and functions successfully; responsible for executing designs, which expresses the marketing and creative goals of the company
- Created and brainstormed game and application concepts, wireframes user workflows and specs for backend coding
- Created banners and icons for applications for web, Android and iOS
- Conceptualized and designed engaging PowerPoint presentations, binders, booklets, catalogs, calendars, bus wraps, disc packaging and other traditional and interactive media with brand properties such as Clifford, Wordgirl, Goosebumps
- Designed & produced (Flash) animated holiday cards, promos, and banners
- Educational illustrations for online tests, teacher manuals, and student books
- Directed photoshoots for education products

### UNITED NATIONS CHILDREN'S FUND (UNICEF)

BRAND DESIGNER February 2003 to December 2006 (Ongoing Freelance)

- Developed and implemented UNICEF brand, campaigns and events
- Created and executed design concepts for metal signage (interior & exterior) including requesting bids to fabricate the signage of Danny Kaye visitor center exhibits
- Typesetting in UN languages, design and developed toolkits, booklets, newsletters, brochures, direct mail, web banners, redden pages, Flash e-card, intranet site, interactive disc packages, etc.
- Creations of logo, artworks, and other graphics including photo retouching and mock-ups

### RICK HENSCHEL DESIGN

DESIGNER July 2001 to January 2003

- Designed and executed wayfinding signage that is firecodes and ADA compliance for **W Hotel**, **Westin** at Time Square, **Triomphe**, and **Shubert Theatre Group**
- For Sofitel, designed and production of hotel items and created menu packages for **Café 15**, **Café De Architects**, **Le Bar** in DC and Chicago
- Developed **Diffa's** identity package, canvas banners, direct mail, newspaper and magazine advertisements and supplements, featured in Elle Décor; to promote the Dining By Design event
- Designed and programmed Edward Meneeley's portfolio and the Art of Form's website
- Created and produced collaterals for **Orbitz**, **Keystone**, **City Club Hotel**, and other clients

## EDUCATION

 **UNIVERSITY OF MICHIGAN**  
BFA IN FINE & GRAPHIC ARTS 2000

## SKILLS

**Graphic Design and Production** Adobe CC, Incopy, Acrobat Pro, Woodwing, K4, Quark

**Photography, Retouching, and Manipulation** Photoshop, Lightroom, Painter, Perfect Resize

**Hand, Computer, and 3D Illustration** Autodesk Maya, Fusion 360, Adobe Illustrator, Corel Draw

**Web Design and Information Architecture** Adobe Animate, Fireworks, Dreamweaver, Content Management Systems

**Programming Languages** LAMP, HTML 4/5, CSS, JQuery, JavaScript, Action Script, & Lotus Notes

**Interactive, Video and Sound Production** Premiere, After Effects, Avid, Protools, Logic etc.

- MS Office, Keynote, Pages, Visio, etc.
- Knowledge of Mac OS, Windows, Android, iOS
- Knowledge of copyediting, writing, proofreading, editorial marks, pre-press, printer marks and office etiquette
- Typesetting in multiple languages including Spanish, Chinese, Russian, Arabic, etc.
- UX/UI design and planning
- Knowledge of traditional design and Agile development processes including Scrum, Kanban, XP

## FREELANCE PROJECTS

1998 to Present

**New York Botanical Garden** Interior and cover design

**UNDP, UNFPA, and other UN agencies** Design annual reports, toolkits, infographics, data visualizations, presentations, websites, and over 80 flagship publications

**Regatta Inc.** Create quarterly brochure for Similac that is included with their products. Developed concepts on re-branding initiatives and test marketing strategies for Allstate's "True Blue" campaign

**Crystal McKenzie Inc.** Designed Sanofi-Aventis, Inc. safety program and a Jewish exhibit at the Museum of City of New York

**New York Tokyo** Web updates and email blasts

**Brightstack** Sales and marketing materials