

Purpose

To work in a position where I can use my skills in creative problem solving to influence and contribute to the strategic goals of my employer; To bring direction and clarity to complex tasks; To lead the creative execution of visual communications and customer touchpoints online and offline; To work with a team of individuals who are also committed to excellence and quality in all they do.

Experience

Director Visual Design and User Experience Services MassMutual, Springfield MA (August 2009 - Present)

I am responsible for the visual look and ease of use for all interactive customer touchpoints for MassMutual. This includes all the websites (MassMutual.com, FieldNet (Agent Portal), MassMutual Intranet site - MMInfo, and third party sites) as well as applications that support our fieldforce and internal staff. I work closely with our marketing teams to create and evolve our interactive style guides. I am responsible for coordinating brand consistency and user experience standards with outside agencies used by MassMutual. I manage a team of webdesigners and user experience professionals as well as managing the budget, forecasting and planning for this team. I coordinate with the business and development teams to help define the execution strategy of all interactive projects.

Director ePortals MassMutual, Springfield MA (July 2008 - August 2009)

I managed a team of web designers and developers to support the MassMutual Customer site and internal intranet site. I was responsible for internal client relationships and strategic partnership on the future direction of these web portals. I was also responsible for the day to day stability of the sites and worked with IT teams to troubleshoot any software, hardware or environment issues that arose. Managed and balanced 1.6 million dollars in various budgets as well as my 10 person team. Major accomplishments: complete redesign of MMcom; Implementation of Social Networking tools (feedback) on intranet site; Customer Single Sign on upgrade for website and various backend systems, and various interactive tools and applications to support marketing efforts on the site.

Web Designer, MassMutual, Springfield MA (June 2007 – April 2008)

I worked with both the in house staff, and outside agencies to design, and maintain both the intranet and internet site for this leading financial company. I was instrumental in the redesign of the consumer facing site as well as bringing interactive innovations to the company in the form of online media tools and multimedia presentations.

Creative Director, LSHD Advertising, Chicopee MA (December 2006 – May 2007)

As the Creative Director for this advertising agency, I worked with team of print and web designers to create targeted marketing pieces to varied industries, ranging from steel suppliers to cutting edge stem cell pharmaceutical companies. Work included print pieces, point of purchase displays, tradeshow designs, and website development.

Owner, Principal, KineticMotion, Dynamic Web Imaging and Design, Ludlow MA (June 2006 - present)

Started a freelance business that specializes in interactive presentations for the web. This included animations, product 360 spins, zooms and complex concept presentations (using sound, motion and interactivity). Clients include, LEGO Systems Inc., RCI Timeshare Exchange, Americas Test Kitchen, LSHD Advertising, Bidwell ID, Our Lady of Fatima Parish, and WritePixel technical web writers.

Creative Director LEGO.com, LEGO Interactive Experiences, Enfield CT (February 2000 – June 2006)

LEGO Systems is a world renowned toy company. As a Creative Director for LEGO.com, I was responsible for developing, designing and maintaining the e-commerce portion of this site. I managed a team of designers, producers, and tech resources in several locations (CT, NY and Europe). I was instrumental in creating and launching a completely new e-commerce site for LEGO from the ground up. This involved managing many internal as well as external resources to get the project done on time and under budget. Furthermore, I communicated closely with other segments within the LEGO Company in order to synergies the company's strengths and resources into one consistent Brand experience for the LEGO customer. This involved coordinating closely with supply chain as well as with the off-line printed catalog team to assure consistency and efficacy. Currently, my team and I have redesigned the ecommerce site twice with positive results in both consumer feedback and sales. We constantly update and enhance the site with minor changes that add new functionality and ease of use to the site. Since the launch of the ecommerce site, we have more than doubled our direct to consumer sales and the web site now accounts for over 70% of that business.

Senior Graphic Designer, LEGO Systems, Inc. , Enfield CT (June 1997 - February 2000)

As a Senior Graphic Designer I worked with a team of professionals to create marketing pieces for all of LEGO's North and South American markets including the US. Responsibilities included designing, art directing photo shoots, managing and teaching other designers, and budgeting. Design work consisted of POP displays, advertising and direct marketing pieces. My primary responsibilities involved designing and overseeing the LEGO Shop-at-Home Direct Marketing Catalogs. These catalogs were distributed to over 1.2 million homes 7 times a year, and accounted for over 24 million dollars worth of sales (a 43% sales increase after I started designing the catalogs). I was also involved in helping the department transition from using outside vendors to internally producing and managing all of our prepress needs. This included buying new equipment and hiring of new personnel. Worked closely with direct marketing, sales, brands, legal, and Media departments to meet all their marketing needs.

Creative Manager, Specular International, Amherst MA (October, 1996- June 1997[company buyout.])

Specular is a 3D graphics software company that competes globally in the fast paced software industry. As Creative Manager I was responsible for maintaining the company's graphic integrity and look through all marketing mediums - Catalogs, Sell Sheets, Postcards, Packaging, Manuals, Quick Reference Cards, Interactive Presentations, Web Graphics, Advertising and Promotions. This included marketing efforts for this country and Asia, Europe, North America, and South America. I worked closely with the Marketing Manager to develop and implement marketing strategies in an exciting, timely and cost effective way. Also worked with other departments to create creative solutions for in house projects and supporting materials.

Head of Graphics, Vision Graphics, Inc., Ludlow MA (July, 1993- October, 1996)

Responsible for establishing and managing the graphics department for this growing color prepress house. Hiring new employees. Supervising employees. Overseeing the Macintosh setup and upgrading equipment and software. Meeting with clients and helping them with design problems and Macintosh problems. Designing catalogs, brochures, sell sheets, advertisements, logos, package design and computer illustrations. Art directing photo shoots. Recent responsibilities include expanding the department to include interactive design. Both learning and teaching HTML and Lingo. Establishing a web presence for the company. Clients include Smith & Wesson, LEGO, Friendly's, Ryder Trucks, Savage Arms, Cumberland Farms, Pratt & Austin, and Milton Bradley.

Head of Graphics, Turley Publications, Inc., Palmer MA (January 1993 - June 1993)

Job consisted of managing the graphics department for this newspaper company. Supervising employees and training employees on the Macintosh; easing them into the use of electronic desktop publishing instead of cutting and pasting. Clients included Minority News Newspaper, Springfield College, Westfield State College, and Boston YMCA.

Graphic Artist, O' Design, Belchertown MA (May 1992 - Dec. 1992)

Awards

2007

Addy Award, Gold– KineticMotion for LEGO Mindstorms interactive mini site.

2004

Internet Top 50 sites - Best of the Web Award 2004 - Internet Retailer

eTail Web Analytics award winner - eTail

Best Practices in a website - Webby Award Nomination

Top 5 most popular site for Toys and games - Alexa.com

Top 10 Retail Site Search - Jupiter Report

2003

Site of the Fortnight - Computer Active Magazine, July 20, 2003

SEPTEMBER 2003 redesign of commerce site

2002

“One of the most functional and user friendly business to consumer websites”

- Danish National IT Trade Organization, Feb 2002

“(LEGO has) one of the most sophisticated e-commerce operations I know”

- Financial Times Newspaper, David Bown, Friday December 13, 2002

2001

“Best of the Web” Award - Forbes Magazine 2001 – Toy Site Category

Education

Yale University, New Haven CT 06520

Bachelor of Arts, Graphic Design - May, 1992

Ludlow Senior High School (1984-1988)

Diploma; Class rank: 7 of 252.

Amherst College, fall drawing seminar, (1987)

Skills

Managerial Skills-

Capable of juggling multiple projects and multiple teams of people,

Client relations, employee supervision and training, budget management and resource planning

An experienced eye for aesthetic issues relating to design and user experience.

Interactive Design and presentations, Internet project management; photo art direction; Illustration, design, knowledge of electronic prepress & printing issues; photography.

Computer -

Expert with:

HTML; CSS, Usability, Dreamweaver, Flash, ActionScript, Photoshop; Quark Xpress; InDesign, Illustrator; MS Word, Excel, Outlook. Equally comfortable with the PC as with the Macintosh.

Fluent Portuguese.