



## PROFESSIONAL SUMMARY

Emmy Award Winning Creative Director with 15+ years experience creating innovative design solutions for high profile entities such as FOX, ESPN, and the New York Yankees YES Network. Proven success in team leadership, collaboration, and project management on major events including NFL Superbowl, MLB World Series, and FIFA World Cup. Ideation and execution of creative conceptualization and motion design, leveraging in-house resources to achieve maximum budget efficiently. Proven success in Creative Brand Strategies resulting in increased brand exposure and enhanced user / fan experience.



## WORK EXPERIENCE

### 2015 - : yankees yes network new york, ny sr. designer of creative services

- lead creative conceptualization across multiple design platforms | creating highly efficient and effective brand strategies for the new york yankees, brooklyn nets, and the yankees yes network | showcasing exceptionally versatile design skillsets | industry leading live entertainment experiences | resulting in significant revenue savings creating in-house creative packages
- develop motion graphics packages and insert systems | 360 marketing campaigns | print and key-art | promos | social media | apparel | kitting | rotoscoping | arena and stadium graphics | drive and direct all creative strategy efforts to guide and deliver premium-modern design solutions
- champion brand guidelines to maintain a unified consistency across all platforms for each sports entity | keeping a continuous pulse on current design trends | detail orientated and proactive | strong project management skills | experience presenting creative concepts to large groups
- ideation of original content creation for fan engagement to support sponsor initiatives | strong collaborative relationships with internal teams to develop creative concepts | stake holders | marketing and sales | VP of marketing | on-air talent | professional league players | studio set ops | production | promos | league partners | sponsors assets | oversee remote vendors | revenue ideation
- team player who collaborates effectively as a creative partner | can handle difficult situations gracefully while under pressure | receptive to design critique from multiple sources | incorporate feedback into cohesive creative assets
- strong managerial skills | provide mentorship and counsel to direct reports | promote creative exploration while adhering to brand guidelines | effectively managing resources to meet tight deadlines while maintaining the highest quality of design standards

**winner of:** 6 emmy awards - art direction, design, and animation | **12x nominee:** emmy awards - art direction, promos, graphics and animation  
**winner of:** promax station silver and gold awards | **nominee:** promax award - art direction and design

### 2013 - 2015: fox business network new york, ny after effects animator

- design and animate 2D / 3D motion graphics packages across multiple design platforms | compositing and post production effects | digital studio set design | create styleframe storyboards for new content | contributed to the redesign of graphics insert system and ticker

### 2006 - 2013: fox sports los angeles, ca motion graphics designer

- heavy after effects and cinema 4d design and compositing of all on-air graphics packages | post-production effects | create assets for multiple design platforms | outdoor large-format print advertisements | reporting to the SVP of fox sports graphics department
- collaborate with multiple internal and external teams to work on major events such as: NFL superbowl | MLB world series | FIFA world cup | contributed to the design of FS1 graphics package

**nominee:** emmy award - nfl on fox superbowl package | **nominee:** promax bda award - fox sports fs1 package

### 2001 - 2006: espn bristol, ct designer 2 of creative services

- lead motion graphics designer for espn nba | remote on-site lead designer for NBA playoffs and finals | lead design and branding for all production broadcasts, both national and global sports entities | create motion graphics packages | contributed to redesign of sportscenter

**winner of:** 2 emmy awards - sportscenter and espn nba | **winner of:** telly award - futbol de espania | **winner of:** bda bronze award - espn hd  
**nominee:** bda award - espn nba

 **EDUCATION** 1997 - 2001: pratt institute brooklyn, ny bachelor of arts - graphic design

 **SKILLS** mac or pc formats

adobe creative suite | after effects | cinema 4d | illustrator | photoshop | media encoder | viz-rt | avid pro tools | word | quick time | html | acrobat | kitting | key art & layouts | photo retouching | typography | rotoscoping | motion tracking | compositing | logo design | creative direction and consulting