



PROFILE

I am a hands-on creative art director and designer who sees design and concepts in everyday life and pop culture. I consult both sides of my brain to bring award-winning concepts to life with cutting-edge design and art direction. I have experience working at advertising and design agencies in the US and in Europe for some of the biggest brands worldwide. I bring my Expertise and passion for design in print and digital media and storytelling, including email, social, web and display. I am an outgoing, visionary, and genuine team leader and mentor.

EXPERIENCE

MANN BRANDING&DESIGN

Freelance Art Director

Jan. 2012 - Present

San Diego, California

Contract Art Direction and Graphic Design for various clients and agencies throughout the greater San Diego and Los Angeles areas.

- Art directing, Designing and production of final artwork.
- Meeting and presenting artwork with clients and agencies.
- Budgeting and Invoicing for Contacts and Vendor.
- Focused on delivering innovative solutions to complex marketing and advertising needs.

PUBLICIS HAWKEYE

Sr. Art Director

2016 - 2020

San Diego, California

Publicis Hawkeye is an experience-oriented CRM agency specializing in effective 1:1 customer connections actualized through world-class data. Responsible for leading the art direction and design for branding, ads, brochures, Direct Mail, digital advertising, and web pages for major national brands such as Blue Shield of California, San Diego Zoo, GIA (Gemological Institute of America), as well as most of the major Health and Fitness clubs in the U.S.A. including Gold's Gym and 24-Hour Fitness.

- Thought leader developing creative print and digital advertising for clients from concept to completion
- Presenting new creative and building strong alliances with clients and business partners
- Managing artwork with Designers and Production Artists.
- Created compelling marketing campaigns that won new business and retained current clients
- Designed deliverables for multiple ongoing projects, ensuring that goals, objectives, timelines, and budgets were met in accordance with brands.
- Worked together with copywriter partner to create innovative and cutting-edge campaigns.

THE I.D.E.A BRAND

Associate Creative Director

2012 - 2014

San Diego, California

Leading San Diego Advertising agency I was Responsible for leading award-winning art direction and graphic design for clients such as Qualcomm, Puma Golf, Live Oak Bank, Bledsoe Braces, and International Motorcycle Shows.

- Created compelling marketing campaigns that won new business and retained current clients
- Designed deliverables for multiple ongoing projects, ensuring that goals, objectives, timelines, and budgets were met in accordance with brands.
- Worked together with copywriter partner to create innovative and cutting-edge campaigns.
- Art Directed Photo and Video shoots.

DAVID & GOLIATH

Associate Creative Director

2010 - 2012

Frankfurt, Germany

At the David & Goliath office in Frankfurt, Germany, I worked alongside the Creative Director as a two-man team and was responsible for the visual conception and design of all print and television advertising for Kia Motors Company.

- Art Direction of concept, visuals, and graphic design.
- Monthly and weekly Photo, video and radio art direction of successful Print, TV and Radio campaigns for Kia Motors, Germany.
- Meeting and pitching to German and Korean Executives of KIA Motor.

DEUTSCH ADVERTISING

Sr. Art Director Freelance

2008 - 2010

Los Angeles, California

Sr. Art Director for branding, print ads, brochures, Direct Mail, digital advertising and web pages for United Healthcare, GM, TGI Fridays, Helio Mobile, Saturn, Fresh & Easy and DirecTV.

EDUCATION

GRAPHIC DESIGN

San Diego State University

Aug. 1992 - May 1995

San Diego Mesa College

Aug. 1989 - May 1992

Liberal Arts studies with emphasis on Graphic Design and photography.