

## EXPERIENCE

*LOGITECH*

Feb 12 - Pres

- Completely redesigned product detail page layout for Logitech.com.
- Original concept and design for Logitech-G Powershell launch.
- Contributed in the brand vision/design and product detail images for Logitech UE Music.
- Optimized and reworked user experience on products. Many have led to increase in conversion and sales.
- Worked with brand groups to create messaging and visual on new product launches.

*TRIBAL DDB*

Aug 11 - Dec 11

- Designed and built dynamic and standard banner ads and marketing collateral for eBay.
- Contributed in the design for Microsoft, Milo, Healthy Choice and Yahoo.
- Signal to Noise became a part of Tribal DDB.

*FREELANCE DESIGNER*

Jan 09 - Pres

- On-call creative / side project person. For the past few years when available, I've freelanced for these fine companies. Some varied from projects lasting a few months to an ongoing basis.
- Logitech, Nvidia, Box.net, Netspend, Trion Worlds, Agent Silverfox, Mayor War, Aurora Feint, Offermatic, CBS Interactive.
- Contributed to the creative concept that won the Magic the Gathering account.

*SIGNAL TO NOISE*

May 11 - Aug 11

- Designed and built banner ads and marketing collateral for eBay and Nike.
- Contributed in business pitches for prospective clients.

*ELECTRONIC ARTS*

Aug 10 - Jan 11

- Designed landing pages and banner ads for promotion on EA.com and EA Store.
- Contributed in the user interface and advertising for the EA Download Manager.
- Created imagery such as backgrounds, billboards and ads for EA.com.

*OFF BASE PRODUCTIONS*

Jan 09 - Mar 10

- Built sites and advertising that gained the interests of new clients, including Nintendo, Capcom, Tecmo, Hudson and UFO. I.E., designed/produced websites, microsites, banners, rich media banners, web architecture and user interface.

*SYNDERO*

Oct 07 - Dec 08

- Helped increased revenue from \$10 to \$40m/yr, with ad budgets of \$1 m/mo.
- Created banners that led to the highest per day sales in the company's history and were recognized by MSN as having one of the highest click through rate.
- Helped launch 2 brands, designed/produced numerous landing pages and banners for 7 internal brands, resulting in a four-fold revenue increase for the year.

*SMALLTOWN*

Sep 06 - Jul 07

- Designed marketing and advertising that led to an increase in local advertising sales and brand awareness.

*PUBLICIS DIALOG*

Sep 05 - Dec 05

- Contributed in the Design and creation of web and print for HP, Sprint and CDW.

## SKILLS

- CS6, Flash, CSS/HTML, AS3, AS2, Photoshop, Illustrator.
- Idea fighter, team player and solo hard worker.

## EDUCATION

*ACADEMY OF ART UNIVERSITY, SAN FRANCISCO*

Jan 02 - Dec 05

- BFA - Advertising. Emphasis in Art Direction for Print and Interactive.

*COLLEGE OF SAN MATEO, SAN MATEO*

Aug 96 - Dec 01

- Marketing and Small Business.