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## EDUCATION

Parsons School of Design, NYC (09/05-05/07)  
Master of Fine Arts in Design & Technology

Skidmore College, Saratoga Springs, NY (09/96-05/00)  
Bachelor of Science, Major: Studio Art: : Photography, Graphic Design, & Illustration

## EXPERIENCE

Senior Web/Digital Graphic Designer: Cole Haan, Nike Inc. NYC (03/10-present)  
Global retailer of footwear, handbags and apparel

- Conceptualize, design & produce all online creative for advertising and marketing
- Collaborate directly with Creative Director & CMO on all creative
- Coordinate with outside vendors on social media and analytics
- Strategize future digital initiatives with cross functional teams
- Art direct freelancers and junior designers on all digital creative needs

Freelance Senior Web & Print Designer: NBC Universal, NYC (02/09-03/10)  
Digital Health Network of NBC Universal

- Design original web sites, pages and advertising media
- Design and flight print materials for quarterly distribution
- Liason between SVP, sales, outsider vendors and technology development team
- Marketing & Sales decks and presentations across all business functions

Freelance Web Director/E-comm Producer: Norma Kamali Inc., NYC (09/08-02/09)  
Luxury fashion design

- E-commerce maintenance and integration
- E-newsletter creation, design & development
- Design original web pages and advertising media
- Maintain website: HTML, CSS & FLASH
- Liason with outside media vendors and partners

Lead Advertising Web Designer: Community Connect Inc., NYC (05/07-09/08)  
US leader in niche social network publishing

- Integrate advertising into web pages / brainstorm campaigns
- Design original web pages and advertising media
- Collaborate with producers and copywriters to produce original concepts

## SKILLS

Adobe Creative Suite - After Effects - Dreamweaver - Flash Actionscript  
HTML/CSS - JQuery - Digital Video: Capture/Editing - Mac & PC  
French / Arabic - illustration/drawing - manual and digital photography & animation