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**ART DIRECTION | CREATIVE PROJECT LEADERSHIP | UI/UX | DIGITAL MARKETING**

Senior Designer with extensive web experience developing strategic B2B and B2C marketing and branding creative. Proven time management and organizational skills, able to oversee vendors and contract employees, and mentor and train talent. Able to build effective infrastructure and processes, maximize resources, direct projects from inception to completion and translate ideas into effective promotional programs. Agile, energetic, bottom-line focused, responsive and collaborative.

**WHAT I'VE DELIVERED**

- **Ellie Award-winning work** for “Best Integrated Communications Campaign” (Tyco); branding/graphic design manual for Simplex Grinnell was featured as an annual best-in-class example in American Corporate Identity
- New business to companies and agencies, based on stellar creative design (**winning \$1 million in new business**)
- Versatile cross-platform marketing materials (digital/social/print/events/video), **developing creative to be used for 26 markets/geographies**
- **Powerful designs for high-profile brands** including Google, Pfizer, Tyco, Liberty Mutual, iRobot, UNO Brands, Bristol-Myers Squibb, Merck & Co, Eli Lilly & Co, Analog Devices and more
- **Websites (HTML/WordPress); infographics; landing pages; geo-targeted marketing materials; videos; social media; sales presentations; online/print advertising; branding guidelines; email campaigns; events**
- **Social media marketing**, including Facebook, Twitter, Google+, LinkedIn

**WHO I AM**

Brand/Visual Storyteller • Adobe Guru • Digital Strategist • Quality Fanatic • Champion of User-Centric Design  
Mentor to Junior Designers • Client Partner • Skilled Photo Shoot Director (200+) • Life-Long Innovator • Team Player  
Project Manager (On Time & On Budget) • Web Marketer • Front-End Developer (HTML, CSS, jQuery, WordPress)

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**DIGITAL & DESIGN EXPERIENCE**

MULTIMEDIA DESIGNER, *Federal Reserve Bank of Boston, Boston, MA* (contractor) April 2015-Current  
Marketing materials, website content & design – Bostonfed.org, web & print creative, digital photography, brand management

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ART DIRECTOR/Senior Designer (*Hired from contract status, then team was restructured prior to company sale*) 2013 – 2014  
*Compuware, Waltham MA 2013-2014*

Led Art Direction and Brand Management for UI/UX, websites, mobile, email, landing pages, digital ads/banners, social media, infographics, video, branding, publications, presentations, and event materials.

- Integrated new brand standards, UX and UI for new Compuware website utilizing Adobe CQ CMS. Built roadmap to translate main site into four sites in Europe and three sites in Asia, with localized language and graphics
- Re-branded white papers, case studies, website assets, trade show and event graphics
- Visual design mockups, wireframes, site map, navigation, accessibility, interactivity for Compuware.com/apm
- Brand work for all social sites (Facebook, Twitter, Google+, LinkedIn)

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SENIOR DESIGNER/ ART DIRECTOR (CONTRACT & FREELANCE) 2011 – 2013

*Consumer Brands: Liberty Mutual / Chrysler/BMW Partnership; UNO Brands*

*Health: HAVAS Creative: Health4Brands; Buyer Advertising; The Bennett Group*

*Software/Technology: Google; Progress Software; Compuware*

*Non-Profits: Marketing Professionals Network; EDWON; Urban League of Springfield*

- Designed UX-friendly websites (HTML & WordPress), web graphics, web advertising, and landing pages
- Delivered multi-lingual HTML email programs and international brand updates
- Designed and produced brand and event graphics, newsletters, and brochures utilizing Adobe Creative Suite 5 (CS5) and Adobe CS6 (Photoshop, InDesign, Illustrator & Dreamweaver), translating brand/marketing strategy into design
- Developed creative for business pitch that landed new Healthcare client billing over 1 million annually

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ART DIRECTOR/Manager *FairPoint Communications, Inc. Manchester, NH* 2007 – 2011

Hands-on art director who managed and produced B2B/B2C campaigns, utilizing print, web, DM, social media, radio, TV, and signage. Created marketing materials, PowerPoint brand templates, emails, web & tradeshow graphics, and brochures.

- Led UI/UX strategy and designed custom web pages for innovative marketing campaign across 26 markets, increasing traffic to website and call centers and overall brand engagement/awareness
- Leveraged video content for TV advertising and then the web, embedding Flash movies with product offerings. Led production team for television commercials, including creative, talent & agency management
- Delivered art for digital marketing, social media, direct mail, store signage, and corporate communications
- Achieved extremely high direct mail response rate (7%) in response to interactive materials

ART DIRECTOR/MANAGER (*role eliminated due to pharmaceutical marketing regulatory changes*) 2005 – 2006  
*Joslin Diabetes Center, Boston, MA*

Managed promotion of Joslin's Continuing Medical Education (CME) programs for medical professionals.

- Created brand standards for Joslin CME across all print, web, and program materials
  - Design, production, proof review and press approvals of CME marketing materials for print and web
  - Increased program registration by supplementing direct mail with follow-up HTML email blasts
  - Set-up "shell printing" solution that lowered direct-mail printing cost by 37%
  - Partners included Pfizer, Merck & Co, Takeda, Bristol-Myers Squibb, Eli Lilly & Co., and Wyeth Pharmaceuticals
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CREATIVE SERVICES MANAGER (*role eliminated when offices moved to Florida*) 2003 – 2004  
*SimplexGrinnell (a \$12 billion division of Tyco International), Westminister, MA*

Supervised marketing communications team that provided support for 160 district sales offices, while meeting budgets and client goals. Maintained vendor base, brand standards, and established budgets and workflow

- Managed redesign and update of 560-page company website to improve usability, visual structure, and user experience, simplify user interface, reinforce brand identity, and better communicate business online
  - Developed creative for Corporate Road Show Series to grow business and regain market leadership. Project was an overwhelming success, attracting more than 2,700 attendees in 17 cities and recognized by Tyco International with an Ellie Award for "Best Integrated Communications Campaign"
  - Executed successful hardware and software upgrade and transition to OS-X for the print and web team, resulting in greater in-house productivity, and faster turnaround times
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ART DIRECTOR / Principal 1990 – 2003  
*Bodzioch Design, Chelmsford, MA*

Design, production, and account management. Specialties included direct marketing, corporate branding, and global communications.

Sample projects included:

- iRobot: New product marketing for iRobot that significantly increased product sales and helped the company secure \$7 million in new venture capital
  - Analog Devices: Capabilities brochures, product specific direct mail, educational materials for sales reps
  - GenRad: Managed, designed, and produced nine consecutive annual reports (NYSE). Created corporate branding standards for use in the United States and Europe
  - Lexign: Produced award-winning trade show graphics. "Best-of-Show-Internet World 2001"
  - NEBS: Photo direction and packaging mock-ups, catalog design, production, and pre-flight
  - Simplex: Award-winning brochure design for "eForce" workforce management software
  - SimplexGrinnell: Award-winning branding manual, ad campaigns for life safety products
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## SOFTWARE SKILLS

Adobe Creative Suite, CS5, CS6, Creative Cloud, InDesign, Acrobat Professional, Photoshop, Illustrator, LightRoom, Sitecore, Muse, QuarkXpress, Fireworks, Oracle Marketing Online, Unica Marketing Operations - Marketing Central, HTML, HTML5, CSS, SEO, jQuery, Wireframe, Dreamweaver, RedDot, Sitecore, WordPress, Adobe CQ, Basecamp, Social Media, Microsoft PowerPoint, MS Office Suite, Office 365, Keynote, Word, FTP, DAM, CMS, iMovie, Digital Photography, Audacity, iDVD. TextWrangler, working knowledge of Flash; skilled with Macintosh & PCs.

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## EDUCATION

Web and Interactive Design Certificate, Boston University, Center for Digital Imaging Arts  
B.A. Fine Art, Westfield State University