

**work:** **Academy of Art University**, San Francisco, California Associate Director, Undergraduate/Graduate: Fall 2006– Present

Through one-on-one instruction, lectures and group critiques of assignments, the Graphic Design program at Academy of Art explores the history, principles and concepts of graphic design in today's context and ultimately answers the questions of "why" more than "how". Course content is greatly enriched by my past professional experience and the oversight of both Graduate and Undergraduate programs provides a wide view across our growing, nationally-recognized program.

**IDEO**, Palo Alto, California Design Director, Marketing: Fall 2004 – Summer 2006

Design direction for a renowned, world-wide leader in design and design-thinking. During my time at IDEO, I had the opportunity to lead the internal marketing team in the design of identity materials, printed collateral, and internal and external websites. Close work with the leadership teams yielded new processes and perspectives on the idea of "brand" for this visionary company.

**Banana Republic**, San Francisco, California Design Director, Marketing: Fall 2002 – Fall 2004

Oversight, design and management of identity materials, marketing collateral and packaging/signage systems for a premier specialty retailer. At Banana Republic, I had the opportunity the lead the design and implementation of the in-store packaging and signage systems—including a redesign of the in-store signage and fixture system in partnership with both external creative and strategic partners as well as internal business partners and merchandising teams. Creative leadership was provided for the launch of several new product lines within the brand, including *Banana Republic Petites*. Additional concentration on the design of PR and direct mail collateral allowed the marketing materials generated by my small design team to share a unified aesthetic.

**University of California, Berkeley**, San Francisco, California Instructor, Graphic Design: Spring 2003 – Summer 2006

Beginning with the introduction of fundamental design principles and continuing with more complex, conceptual design challenges, these courses help students to both incorporate design into their everyday lives as well as prepare them for a possible career shift.

**Gap Inc. Corporate Communications**, San Francisco, California Senior Designer: Fall 1999 – Fall 2002

Direction, design, management, production and photography of all aspects of brand management and corporate collateral design for a major international brand. Tandem with print, online and video-based design projects, I had the opportunity to draft the Visual and Editorial Standards and Guidelines for Gap Inc.—previously the \$15 billion company had little framework for internal style or process. Workflow processes were established while major initiatives were designed to further extend the Gap Inc. brand message to investors, business audiences and more than 170,000 Gap Inc. employees worldwide. Additional responsibilities included: client/vendor communication; project management; print production; photography; and video production.

**Oh Boy, A Design Company**, San Francisco, California Designer: Spring 1998 – Fall 1999

Responsibilities included a myriad of tasks in the execution of print and web-based projects. In addition to concept development, design and production, I was able to utilize my photographic skills in the creation and art direction of imagery for a number of annual reports, identity systems, conference materials and retail/packaging designs. Clients Included: Andersen Consulting; Gap Inc.; and Charles Schwab. Other responsibilities included: client/vendor communication; project management; creation and maintenance of digital and photographic archives; and writing/editing.

**Neo Design**, Washington, DC Designer: Spring 1996 – Spring 1998

Direction, design, production and marketing of a variety of print and web-based projects for corporate clientele, non-profit agencies and arts organizations, including: The U.S. Postal Service; PBS; Time-Life Books; The Taipei Gallery, New York; NARAL and EDS. Additional responsibilities included: in-house/client photography; and project management.

**education:** **Virginia Commonwealth University**, Richmond, Virginia BFA/Magna Cum Laude/Communication Arts & Design: 1994

**University of Sunderland**, Sunderland, England Design/Photography: 1992 – 1993

**accolades:** AIGA Design Archives; IABC/Golden Quill, 2003; Colossal Design/How Design Books, 2003; The Mohawk Show, 2001; Type Directors Club/TDC47, 2001; AIGA/365, 2000; The Mead Annual Report Show, 1999 – 2000; Wallpaper Magazine, 2000; Communication Arts Magazine, 2000; Critique Magazine/The Big Crit, 1999 – 2000; The San Francisco Show/Addy Awards, 1999; Print Magazine, 1998 – 1999; How Magazine, 1997 – 2001; Fresh Ideas in Design, 1997; AIGA50, 1996

**skills:** Fluent in the translation of strategic business objectives into innovative, relevant visual solutions; Able to inspire an mentor a team, give (and take) direction, and fight-the-good-fight while remembering that we're all in this together; Proficient in the use, configuration, maintenance and repair of Macintosh-platform hardware and related software; Experienced in mechanical and digital production of print and multimedia projects; Skilled in the use of all professional (film/digital) photographic systems, studio/lighting arrangements, and film/print processes.

**References and portfolio are available upon request.**