

SKILLS

MAC & PC  
 Adobe CS5 Suite  
 HTML/CSS  
 OmniGraffle  
 Site Mapping  
 Wire Framing  
 Quark Xpress  
 Microsoft Office  
 Avid Express  
 Photography

EXPERIENCE

**JotaPajaro Studios** ♦ Pacifica, CA 2001–present  
*Art Director/Design Consultant*

Art Direct & Design for the web, print media, email marketing and identity creation from concept to completion.

- ◊ Adobe
- ◊ Trader Joe's Sales Kit
- ◊ Social Boston Sports
- ◊ ISS Tracker HUD
- ◊ Law Offices of Daniel C. Hill
- ◊ Ink Etcetera Corporation
- ◊ Kupenda for the Children
- ◊ Erigo Tech

**HealthTalker** ♦ Boston, MA 2009  
*Senior Graphic Web Designer*

Created innovative & extensive online/offline word of mouth (WOM) campaigns & communities for the health care market. Designed Member Websites, Microsites, Tell-a-Friend emails, Program Guides, Informational Handouts (z-cards and gogo cards)

- ◊ Genzyme: OesteoArthritis of the Knee (OAK)  
 KneeConnections.com and OAKneeRelief.com
- ◊ Shire: Ulcerative Colitis (UC)  
 UC Conversations.com
- ◊ Merck: Human Papillomavirus (HPV), Cervical Cancer

AWARDS

Outstanding Website WebAward for:  
 ◊ Fastloop  
  
 Standard of Excellence WebAward for:  
 ◊ CJP Senior Direct  
 ◊ Rhytec

EDUCATION

**Northeastern University** ♦ Boston, MA 2001–2006  
 Graphic Design ♦ Cum Laude - 3.5

*Selected Courses:*

Principles of Design, History of Graphic Design, Video Basics, Graphic Design 1&2, Typography 1&2, Time Based Design, Interactive Design, Information Architecture, Thesis Project

**NU Co-Ops:**

- ◊ Northeastern Educational Tech Center
- ◊ John Hancock Financial Services
- ◊ Boston Realty Advisors

**Studio Arts Centers International** ♦ Florence, IT 2005  
 Fine Arts Courses ♦ 4.0

*Selected Courses:*

High Renaissance Art History, History of Italian Cinema, Oil Painting, Jewelry Design

**Garfield Group Interactive** ♦ Boston, MA 2007–2009  
*Lead Interactive Designer*

- ◊ Directed design projects from concept to launch
- ◊ Design Articles published on Expert Forum
- ◊ Created Wireframes and User Scenario documentation
- ◊ Conducted internal informational design presentations
- Designed Corporate Websites, Landing Pages, Flash Demos, Identity Creation for multiple clients:
  - ◊ Phillips Lifeline
  - ◊ Phillips: Learn Not To Fall
  - ◊ Biogen Idec
  - ◊ Bind Biosciences
  - ◊ CJP Senior Direct

**Mindfire Interactive** ♦ Boston, MA 2006–2007  
*Interactive/Graphic Designer*

Designed Corporate Websites, Microsites, Landing Pages, Identity Creation, E-mail Blasts, & Rich Media Banners for multiple clients:

- ◊ Fastloop
- ◊ BerryNet Intranet
- ◊ Sunburst Vacations
- ◊ GWV Vacations

MEMBERSHIP

AIGA  
 MITX  
 BNI  
 NU Art Society - Alumni

