

## Summary

Designing and directing compelling visual storytelling and experiences for diverse audiences and clients

## Experience

### **Senior Art Director / Senior Creative** *Climate Central, Princeton, NJ – 2014-Present*

- Ensure timely, on-budget and on-brand execution of all internal and public-facing visual creative
- Develop graphic asset management workflow improvements, to increase scalability, eliminate redundancies and ensure accuracy, allowing greater creativity and efficiency
- Design data visualizations, translating scientific content into universally digestible visuals and stories
- Support corporate and internal communications in day-to-day creative needs, developing style guides, social media graphic standards, PowerPoint templates, etc.
- Direct and guide designers, data analysts and copywriters in the production of broadcast, print, social/online science and journalism content
- Work closely with editorial talent to ensure copy and imagery cleanly mesh in both message and experience

### **Principal / Lead Creative** *Pat Austin Creative, Bridgewater, NJ – 2012-Present*

- Creative oversight and execution of web, print, app, video, digital, social and broadcast creative
- Full scale creative direction, design, production and execution for a wide variety of brands and client types
- Coordination of all development efforts for complex site design and functions
- Collaboration and sharing of insights of current creative and tech trends
- Sales, marketing and self-promotion via social media campaigns and site development

### **Art Director / Interactive Designer** *CD Meyer & Point2Explore, Fairfield, NJ – 2005-2012*

- Managed conception, design, development, copywriting/editing and production of all interactive, VR, 2D/3D, web, banner, digital signage, traditional, static and animated design products
- Developed touchscreen interactive experiences that reflected strategy, delivered educational and entertainment purpose and maintained client brand and personality
- Designed a creative turn-key product line that allowed affordable interactive solutions for a broad target market

### **Multimedia Instructor** *Raritan Valley Community College – CS Department, Branchburg, NJ – 2013-2015*

- Instruction on Adobe CS/CC and other multimedia applications, human-centered design principles, for CS and Visual Arts students
- Experience-based lessons on organization, work practices, professional workflow and efficiency techniques
- Advisor to CS Department developing design-relevant and industry-standard curriculum

## Notable Clientele

ADP, Adventure Aquarium, AT&T, Becton Dickinson, Bristol-Myers Squibb, Comcast, Diversified Digital Media Group, Ethicon, FirstEnergy/JCP&L, GlaxoSmithKline, Horizon BC/BS of NJ, Janssen (Ortho) Biotech, Johnson & Johnson, McCann Torre Lazur, Mercedes-Benz, Merck, NASA, NJSEA (MetLife Stadium, Meadowlands Arena & Racetrack), NOAA, Novartis, Pfizer (Pharmacia), Prudential Financial, Quest Diagnostics, Realogy, Robert Wood Johnson Foundation, Roche, Sanofi, TD Bank, Unilever Bestfoods, Vision Loss Alliance of New Jersey

## Skills & Tech

**Standards:** Adobe Photoshop, Illustrator, After Effects, InDesign, Animate/Flash, Premiere, Audition, Lightroom, XD  
WordPress and other visual builder web design and dev platforms

Microsoft PowerPoint, Word, Excel / Google Docs, Sheets, Slides

**Miscellaneous:** Autodesk Fusion 360 (3D modelling/rendering), BigCommerce, Product Photography  
Various wire-framing, UX/UI, scheduling, management and collaboration apps and tools

## Education

Rutgers University, New Brunswick, NJ

BA Visual and Commercial Arts (concentration in emerging/digital design tech)