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Page Mage Inc. (08/2008 to 12/2009)
Art Director

Page Mage is a start-up that has created a subscription product that is a flash based template page designer that generates auction pages for eBay end-users.

As the Art Director, I created the creative services department from the ground up, including hiring the necessary graphic designers. Employed at the beginning of product development, my role was key in supplying artwork for the look and feel of the existing web site and the builder product as well as overseeing and developing all the templates and artwork the builder utilizes. My experience and opinions were integral to the builder interface; being an expert in design programs, I provided advice on what would work best for the non-design experienced user as well as what would make the product stand out from our competitors. My background, effort, and judgment lent to the creation of our vast clip art database and multitude of templates, spanning over as many themes and needs that an eBay user would require for their unique auction sales.

Responsibilities:

- Managed, created and maintained the entire template and clip art database.
- Developed creative and established conceptual and stylistic direction for staff.
- Researched, initiated contact and help negotiation with font and graphics vendors for licensing.
- Managed a team of up to four graphic artists; created weekly tasks to keep track with department deadlines.
- Worked with the back-end engineers to develop the software used exclusively by the Page Mage creative services department to create the templates that are used in our builder.
- Worked with the back-end engineers to implement the graphics and templates into the builder.
- Tested all graphics and templates, and created all reports crucial to the process.
- Created the category database for the builder and processed all images and templates to adhere to the category needs.
- Created reports and roadmaps of ongoing creative services projects.
- Maintained a smooth working environment meeting all deadlines for my department, doing what it took to make that happen.
- Designed Flash banners working closely with marketing to create exceptional ads.
- Worked closely with our web developer to update and improve pages on the existing web site.
- Created an internship program.
- Being a small company, I took on the responsibility to organize all of our inner-office events including our launch party for our PR agency and product development team at Six Flags, Great America.

I have always gone above and beyond my position at Page Mage to get things done; taking initiative when opportunities arose and running with it to enhance the company whether it be profitable, upgrading our image, or maintaining team spirit. I am very proud of the accomplishments and contributions I made at Page Mage.

VAM Design (2003 to 2008 - working periodically and as a full time business)

Creative Director/Graphic Designer

As the owner and Creative Director I worked closely with clients to produce conceptual graphic design, packaging, advertising, post-production, logo design and manipulation, web design, business-to-business graphics and more. Provided excellent service getting projects finished in a timely manner for a reasonable rate. Did all design and concept of creatives from original layouts to production design for a variety of business industries. Demonstrated the ability to build bridges of communication between creative and production efforts to ensure that the functionality of ideas and designs are realized to their fullest capacity.

List of Clientele:

2KSports

Sega of America

Havok

Electronic Arts

Agetec

Walmart.com

Mentura.com

live365.com

Cambridge Partners Technology

SayIt.com

EVault

Single Point of Contact

Booz Allen& Hamilton

Single Point of Contact (2007 to 2008)

Management Consultant

As Management Consultant, I came in and re-established the internal purchasing department for Single Point of Contact. Created a new process of operation from a non-existing system to a well working, higher production environment. Managed, recruited, interviewed, trained, supervised and evaluated staff. Monitored all purchasing activities and relationships with vendors. Also, created reports on the progress of departmental changes and increased productivity of the purchasing department. Oversaw the order process, managed relationships with vendors and other actions specific to the running of the purchasing department. Working on creating an interactive purchasing construct on Single Point of Contact's web page.

Sega of America (2001 to 2003)

Lead Graphic Designer

Employed as Lead Graphic Designer for Sega of America. Created designs from raw conceptions into final pieces such as packaging, advertisements and point of purchase using inspiration, comparison, information, skill, and support. Worked with project managers to compare and contrast and mutually develop concepts geared towards the video game sales market. Produced creative on time and target that blew away the competition. Abilities include excellent Layout/Graphic skills; the talent to create original or touch up artwork for ads, packages, etc.; experience with drawing rough storyboard concepts, and great art directional and communication skills.

TeamWorks Technology (2000 to 2001)

Art Director

Worked as Art Director and lead Graphic Artist for TeamWorks Technology. Worked closely with clients as well as project managers to complete the over-all creative look and feel of their Web site, to meet the client's needs and satisfaction. Worked closely with production artists to complete the projects. Also contributed my knowledge and experience to help train and advise in the creative field. Worked with clients such as Revlon, Seventeen Magazine, and Always in Style.

Lewis Galoob Toys, S. San Francisco (1998 to 1999)

Graphic Designer

Employed as a computer artist in their Star Wars(TM) Prequel toy design department. Responsible for processing and cataloging all images received from Lucasfilm Ltd. Organized various images for specific project involvement including cataloging images for vendors and the Hong Kong office; setting up, burning, and tracking images via CD libraries; including work on decals for Star Wars(TM) Prequel toys for commercial shoots. Additionally, worked in the creative department on the Micro Machines 98® Web site and logo design, also packaging design for the Spice Girls® Fashion Dolls.

Tab Products, Palo Alto (1997-1998)

Graphic Designer

Employed as a Graphic Artist creating labels for clients; worked on Tab's internal Web site for the Technical Support Department, advised on design issues, and contributed GIF animations to their site.

Industrial Light & Magic, San Rafael - Internship (1996)

Internship

While interning in the Digital Matte Department at ILM, I worked on numerous endeavors including 2D design for various projects, as well as logo design for the intranet for Digital Matte and other departments. Assisted in departmental editing, retrieving, backing up archives, and on-going assignments. Participated in organizing aspects of department projects and internal paper work. Also, did extensive scanning of materials for use in art works. Actively observed artists as they worked on pieces for upcoming films.

DoveMedia, Ltd., Foster City (1994 to 1995)

Graphic Designer

Worked as a Graphic Artist for DoveMedia, an internal ad agency for Ross-Dove Co. Inc., a fast paced environment. Met with clients to discern needs and made recommendations regarding communication and design; kept track of job folders, filing, and overall upkeep.

Sybervision Inc., San Francisco (1993)

Customer Service Representative

Employed as Customer Service Representative and Account Executive. Did creative-customer research; responsible for orders, shipments, credits, and refunds. Acquired valuable communication and organizational skills.

Platforms:

Macintosh and Windows

Software Experience:

- Photoshop
- Illustrator
- Indesign
- Quark XPress
- Flash
- Dreamweaver
- Powerpoint

Education:

San Francisco State University: BFA in Conceptual Design

Hobbies: I am an established potter, selling my works in Bay Area based establishments and online. As an avid gardener, my home recently won third place for most improved property in San Bruno.