

EXPERIENCE: Boston Medical Center HealthNet Plan—Senior Creative Designer 7/2014 – present

Responsible for creating and maintaining consistent and compelling brand identities to support the member acquisition and growth goals for BMC HealthNet Plan and Well Sense Health Plan, in both existing and new program lines.

Ropes & Gray—Creative Designer 1/2011 – 7/2014 (via Aquent thru 1/2013)

Designer (small team, high volume & fast pace for international law firm) responsible for all printed marketing communications (brochures, signage, ads, etc.) and screen design; (mini-sites, web graphics, email campaigns, email alerts and notifications, etc.), including branding event campaigns for external and internal clients. Developed brand design document presented to executive committee. Trained designers and staff (included webinars for Asia offices) on Adobe InDesign; best practices and implementing firm's brand standards, use of brand assets (logos & templates, etc.).

CitiStreet/ING—Communications Designer 5/2003 – 1/2009

Created online Flash banners (and re-purposed and customized templates of Flash presentations) and educational sites, custom web banners and developed 'skins' for video presentations. Designed print collateral, both template and custom, marketing as well as client-work; managing multiple clients and projects in an agency-like atmosphere across multiple offices. Produced hi-volume quarterly newsletters with deadlines and multiple custom versions. Developed a style guide for 'participant' brand and transitioned templates from CitiStreet to ING brand.

KimminsDesign—Art Director/Designer 2/2001 – *continues as freelance

Client engagements: PTC; designed section of identity guidelines and updating collateral templates, worked on interactive PDFs and web banners, **The Pillow Doc**; created illustrations for use of product, **Usability resources**; website, brochure, postcard production/prepress, **Kryptonite**; comps for POP merchandising options [Illustrator], **MetLife**; design and production of web style guide, **Fuel your Illustration**; wrote article on 'Five great draughtsmen', and developed initial branding collateral (presskit folder & exhibition poster, panels and table) for **Cambridge Polymer Group**.

Sapient Corporation—Visual Designer 12/1998 – 1/2001

Worked on all phases of project engagements; from initial workshops and user research documents, through the development and execution of style guides for production teams (both internal and client). Project work included brainstorming and concepting, wireframes (information architecture), content strategy and vendor relations.

Project accomplishments:

- * Developed initial branding and subscriber template for businessconnect.net
- * Developed style-guide and PDF system for homebase.com (London office)

Key responsibilities included: Creating and developing concepts for sites and presentation materials for project teams (for Fortune 500 clients), creating (and/or maintaining) 'brand integrity' of the visual language for the project/site, building and maintaining client extranets (Chase Manhattan Bank).

Pape Communications—Art Director/Designer 4/1996 – 11/1998

Created new brand identity and logo mark for Pape. Created comprehensive ad campaigns (from concept through production; including press-checks) and ads in various media for diverse client base. Managed complex projects involving multiple designers. Created 'brand-centric' marketing collateral and corporate identity systems for client accounts (included both print and web work; company profiles on boston.com and web graphics). Created new brand identity, including initial website: www.papecomm.com. Researched hardware purchasing strategy (network) and ISDN installation.

Sapient Corporation—Art Director/Designer 1/1993 – 4/1996

Created and maintained the visual identity for Sapient and established a creative department serving three offices. Work included both print (Corporate ID system, 4c brochure, sales collateral materials, environmental signage) and electronic media (Splash screens and navigational icons for computer applications, sales presentations and company web site—initial launch; www.sapient.com).

Prior to 1993—Designer/Graphic Artist positions/Apex, Hasbro, Inc., Pomegranate, Perry Studio**EDUCATION: Rhode Island School of Design—Bachelor of Fine Arts; Illustration, (CE) Flash II: AS3****School of the Museum of Fine Arts—Art Making and Design for the Internet**

Massachusetts College of Art and Design—[Graphic Design Certificate program]
Foundations of Drawing, Foundations of Graphic Design, Graphic Design I, Intermediate Typography, Graphic Design II, Typography I, Typography II, Interaction Design

SKILLS: software:

Photoshop, InDesign, Illustrator, Acrobat, Flash, Dreamweaver, Microsoft Office, [other] Wireframes for site dev., Comfortable working on both Mac and PC platforms

URLs: (as designer, includes html dev not all 'live' versions)

www.highhopesstudio.com
www.usabilityresources.net
www.tatarasystems.com
www.reservoirpartners.com
www.caronbuilding.com
www.sapient.com (v.1)
www.habama.com
(v. 1.0 'businessconnect')
www.mydogstale.com
www.mycatstale.com

Member of UPA (BOS)**LinkedIn****Behance (portfolio)**

***Portfolio & References:**
available upon request