

**PROFESSIONAL
SUMMARY**

Strategically-minded, hands-on branding designer with 15+ years of diverse agency and in-house experience. Highly curious, adept researcher, leading to familiarity with a wide range of industries in crafting and implementing 360° branding programs for clients, large and small. Devotion to the work creates an understanding of and a comfort at working at all levels, from project leadership to concept creation to implementation, whatever is needed for success.

EXPERIENCE

2018 – Present

DESIGN DIRECTOR / JMRTNKO DSGN New York / Paris

- On- and off-site branding strategy and design consultation for agencies and end clients.
- Led and assisted in-house and agency teams in identity, digital, packaging, environmental, and print projects.
- Client presentation, design team and vendor management.

CLIENTS INCLUDE Anheuser-Busch, Mark Anthony Group, Samsung, Clorox, Coravin, Cost Plus, CVS, Ardesta, Milbank, Precision GCC, JAMS, Aperto, Nada Sawaya, Lushland, Decorum et Bagatelle, House of Nines, Zoom Eyeworks

AGENCIES INCLUDE Landor, Interbrand, Siegel+Gale, Brand Union, Jones Knowles Ritchie, Anthem, Brand Engine, W20, Digital Kitchen, Mike Worldwide, Hoefig Design, FCB, Brewlife, TwistSF

2012 – 2018

DESIGN DIRECTOR / HOEFIG DESIGN (Contract) New York, New York

- Led branding and design for world-wide identity, packaging, environmental and digital projects.
- With CD, responsible for creating and managing design from concept through execution.
- Client presentation and design team management.

2007 – 2012

SENIOR DESIGNER / LANDOR ASSOCIATES San Francisco, California

- Led branding and design for identity, packaging, environmental and digital projects.
- Responsible for creating and/or managing design from concept through execution.
- Client presentation and design team management.
- Assisted with the founding of a new digital practice in the San Francisco office.
- Modernized and introduced new collaborative design technologies and processes in the office.

2004 – 2006

SENIOR DESIGNER / REALNETWORKS San Francisco, California

- Lead designer in the rebrand of the Rhapsody online music service, creating internal standards and marketing assets.
- Successful work led to being chosen to lead UI design for the company's first portable hardware music player.

2003 – 2004

SENIOR DESIGNER / MICROSOFT (Contract) Mountain View, California

- Created all in-box print documentation for launch of MSNTV 2.
- Successful work led to added responsibility of complete MSNTV2 rebrand including packaging and marketing.

1997 – 2001

SENIOR DESIGNER / LANDOR ASSOCIATES San Francisco, California

- Branding, design and production for identity, print, packaging, environments, digital and advertising projects
- Client presentation and vendor management.
- Assisted in opening and staffing a new Landor office in southern California to service Lincoln/Mercury.

EDUCATION

1988 – 1991

THE UNIVERSITY OF MICHIGAN. Ann Arbor, Michigan

Graphic Design / Digital Art

1986 – 1988

MICHIGAN TECHNOLOGICAL UNIVERSITY. Houghton, Michigan

Systems Engineering / Computer Graphics

**ADDITIONAL
INFORMATION**

Able to legally work in both the USA and EU.

Speaks English (Native) and French (B1/B2)