

AEROSOLES - New York, NY  
Senior Art Director - September 2019 - Present

Oversees developing new brand direction for marketing creative. Leads and manages creative team in translating and executing compelling and commercially viable ideas in line with brand strategy and vision. Produces all photo and video shoots - both in studio and on location (domestic and international). Responsible for weekly site updates and works closely with web developers on designing new wireframes and site features.

O2 MONDE - New York, NY  
Creative Consultant - December 2019 - Present

Collaborates with Founder on preparing for brand launch (January 2021) of a Vegan, DTC, made-in-Italy Women's footwear line. Designed and developed O2Monde.com. Produced and Art Directed on all photoshoots (E-Commerce and Editorial).

M.GEMI - New York, NY  
Photo Art Director - August 2018 - June 2019

Conceptualized, developed and executed weekly digital marketing campaigns (photo and video) for weekly product launches. Translated business and marketing objectives into ideas that were clear, compelling, visually exciting, engaging and in-keeping with brand expression and standards. Led the photo studio and team which shot 3-4x/ week. Developed new brand guidelines for product photography and assisted in the re-branding and new platform relaunch (Shopify) of mgemi.com.

KOBI HALPERIN - New York, NY  
Art Director and Brand Creative - October 2014 - August 2018

Founding team member (employee #2) responsible for the creative direction and design for all advertising, consumer collateral (catalogs and mailers) digital campaigns and web-based marketing material, packaging and branding. Conceptualized, produced, art directed and executed seasonal look book and campaign shoots. Led in new store (shop-in-shop) openings: designed layout and renderings, designed and developed fixtures and visuals and partnered closely with retailers.

KENNETH COLE PRODUCTIONS - New York, NY  
Manager, Design Operations - July 2012 - September 2014

ELIE TAHARI - New York, NY  
Design Administrator - March 2011 - December 2011

UNIVERSITY OF WISCONSIN - Madison, WI  
Bachelors of Business Administration degree, 2010