

EDUCATION

School of Visual Arts, New York, NY Aug. '10 – July '11
Master of Professional Studies in Branding, Inaugural class

Thesis: Developed iconic online, promotional and at-shelf concepts to articulate the purpose and mission of one of Procter & Gamble's personal care brands.

Pratt Institute, Brooklyn, NY Aug. '05 – May '09
Bachelor of Fine arts in Communication Design
Concentration: Graphic Design, President's List & Dean's List

WORK EXPERIENCE

Y&R, Chicago, IL (Freelance Strategist and Designer) Sept. '11 – Feb. '12
Assisted planning team with brand research, ethnographic studies, trend analysis, and brand valuation analysis.

+ Created industry analysis and brand immersion for Blue Nectar Tequila, resulting in a creative brief that inspired award entry creative.

+ Observed, interviewed, photographed, and wrote ethnographic research for New Business clients, Giant Eagle, and conducted target analysis for Kenmore and New Business clients.

+ Discovered and reported trend insights for Danze, Dave & Buster's, and New Business clients.

+ Analyzed BAV (Brand Asset Valuator) data and compiled recommendations for brand growth for Giant Eagle and its brand extension, Fuel Perks.

NS Studio (Self Employed) May '09 – Present
Design and strategy spanning brand positioning, brand personality, in-store experience design, brand identity, package design, print, web, and interactive design. Long-term clients include:

+ Anthony For Men, New York, NY June '09 – Present
Developed identity redesign for the holding company, package design of new products that became popular SKUs, and a new sub-brand for Target pitch.

+ Blush Novelties, New York, NY May '09 – Present
Led design development of all sub-brands and new product packaging.

+ Popbar, New York, NY June '09 – Feb. '10
Successfully developed a start-up gelato franchise brand from inception to completion, resulting in a brand with 2,879 "likes" on Facebook (as of March 1, 2012).

On Design, New York, NY (Designer) June '09 – Feb. '10, Aug. '10 – Aug. '11
+ Developed visual concepts and executed the production of various brand identities, print, web, and interactive materials.

Conscious, Bangkok, Thailand (Designer) Feb. – June '10
+ Led the creative development and implementation of various identity, print, and web design projects that utilized the clients' strategic positioning.

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PUBLICATION

Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands 2012
+ Contributing writer

KNOWLEDGE AND SKILLS

+ ethnographic reporting and analysis
+ cultural trend reporting and analysis
+ brand strategies and business strategies
+ brand relevance and positioning
+ brand development life cycles
+ brand equity measurement and valuation
+ strong visual communication capabilities

AWARDS AND RECOGNITION

Pratt Outstanding Merit, design excellence '09
Pratt Circle Award, academic excellence '09
Pratt Show, annual juried student exhibition '09
Art Directors Club Student Portfolio Review '09

DESIGN INTERNSHIP EXPERIENCE

On Design, NYC 2008-2009
Archigrafika/MGNYC, NYC Fall 2008
Graphis, NYC Spring 2008
Wing Chan Design, NYC 2007
McCann Worldwide, Bangkok Summer 2007
Marketing One, Bangkok Summer 2005

AFFILIATIONS

Fuse University 2011
AIGA Student Member 2009 - 2010

References available upon request.