

Almost 20 years of experience in the creative field and a proven track record of success—design, art and creative direction, marketing, branding, photography, video, motion, and creative process management. As a people-first manager, I engage and empower creative teams with skill-set development, mentoring, advocacy, and opportunity.

UNIVERSITY OF CONNECTICUT FOUNDATION, INC.

2018-2019

DESIGN DIRECTOR

- Served as Design Director within the Foundation's Marcomm division
- Designed print media, digital media, produced video and motion graphics
- Managed, mentored, and Art/Design directed a team of designers, UX designers/front end developers, and photographers/videographers day-to-day
- Interviewed and hired staff as necessary
- Played a pivotal direct role in recalibrating project management processes and implementing supporting software (Basecamp)
- One of two project leads on the upcoming UCF website redesign
- Developed a 50+ page branding and usage guidelines document, approved by senior leadership
- Led project to implement a full-featured DAM system (Libris) and develop processes for ingest, metadata creation, and retention policies, and governance with Photographer/Videographer
- Served as lead design review for all subcontracted vendors and contractors
- Worked directly with vetted print houses and reps
- Streamlined proposal development process to increase output and decrease timing
- Streamlined stewardship book production processes to reduce design timings
- Managed direct report issues and department budget

MASSMUTUAL FINANCIAL GROUP

2015-2017

ART DIRECTOR/SENIOR VISUAL MEDIA DESIGNER

- Served a dual role in a new pilot position, supporting Studio M, MassMutual's in-house creative agency, as well as direct design and creative support for MassMutual's Strategic Communications department
- Designing across a wide range of mediums, including web, print, interactive, digital signage, video, motion graphics, and immersive VR
- Provide art direction and creative direction to designers and freelancers
- Assist the Creative Director with building and supporting development of the agency culture, transitioning the Creative Services department to a true digital in-house agency, team building and mentoring
- Supporting and enforcing/developing brand standards, and standard work processes
- High-profile design work, including producing corporate video communications, internal corporate communications, and presentations for CEO and Executive Leadership team members
- Developed new project management standards, and creative brief to streamline agency workflow
- Provided high-quality creative in a high-pressure, high stakes environment

CLARUS COMMERCE
CREATIVE DIRECTOR

2012-2015

- Built a full-service in-house creative department, managed/ mentored designers and copywriters
- Led creative sessions for all projects and brand initiatives, resulting in faster, leaner, and more open and transparent processes across the organization
- Managed all creative across the entire range of loyalty and O&O products
- Worked with product and testing and optimization teams to analyze and act upon user data
- Built creative strategies for user-focused data-driven initiatives
- Developed design-focused solutions for optimization, persona development, and analytics-driven designs
- Developed updated brainstorming, ideation and critique processes, resulting in better communication and turnaround times
- Developed all creative processes with product managers, project managers, sales agents, IT, leadership team, achieving clearer interdepartmental communication

ROVETTIDESIGN, LLC

2006-2012

OWNER/PRINCIPAL | CREATIVE DIRECTOR

- Successfully managed all business aspects of high-touch creative agency
- Managed and mentored a highly skilled team of designers and copywriters
- Provided IT, webhosting, creative, design, photography and complete branding and identity solutions to a wide range of businesses and organizations
- Offered complete marketing consultation and social media training, as well as ideation sessions
- Organized and conducted multi-day studio and assignment-based photoshoots across the US



SOFTWARE AND TECHNICAL COMPETENCIES

Adobe CC
Photoshop CC
Illustrator CC
InDesign CC
Premiere CC
AfterEffects CC
Basecamp
Workamajig
Workfront (AtTask)
Prezi
Google Analytics
Wordpress
Powerpoint
Microsoft Office
Studio/Assignment Photography
Videography (DSLR/RED)
Graphic and Print Design
Mailchimp
Dropbox/Sugarsync/Drive/BOX
Hubspot Inbound Certified 2015



EDUCATION

1998-2000 - BA Sociology, UMASS
Dartmouth, MA

1995-1998 - Associate's Degree,
Criminal Justice, Manchester
Community Technical College, CT



AWARDS

2018 Winner, CASE Bronze Medal
Winner, District 1 | Alumni Relations
Programming for All Constituencies:
- UConn Alumni 1881 Series

Winner, 2015 GDUSA American
InHouse Design awards (x1):
- "#1 Shopping BuzzKill"
Infographic

Winner, 2014 GDUSA American
InHouse Design awards (x3):
- Infographic
- Logo Design
- POP/Signs/Displays
Environmental Graphics



PERSONAL

Developed and executed
successful Kickstarter campaign for
Monsterwood | The Graphic Novel
(over 90% statistical failure rate).
\$17,366 pledged of \$14,500 goal in 30
days.

Certificate, Cooper UXDI (User
Experience Design Intensive) San
Francisco CA