

Work Experience

koolgirlposse Inc.

Principal, Independent Design Consultant – January '03 to Present

- Created comprehensive graphic branding programs – from concept to final production – for small startups to Fortune 500 corporations in a variety of industries ranging from museums, restaurants and hospitality, food and beverage, consumer goods, and social enterprises
- Procured and managed multiple clients at a time by developing project proposals and estimates, communicating design intent, listening to client feedback, and acting as a liaison between clients and production vendors
- Involved in all design tasks: concept development, implementation, production, and quality control, for printed collateral, packaging, exhibition graphics, and environmental signage
- Copywriting, naming for brands, art direction and illustration when appropriate
- Collaborated with industrial designers, interior designers, architects, researchers, and photographers

Aramark	High Line Hotel	Pensa Design
American Alliance of Museums	Liberty Science Center	Physicians' Affiliate Group of NY
Baltic Linen Company	Mary Miss, MM/CaLL	Scott Henderson, Inc.
Blackbody Lighting	McDonald's Corporation	Smart Design
Brooklyn Children's Museum	National 9/11 Museum	Sustainable Health Enterprises
David Burke, Celebrity Chef	New York Transit Museum	Tree of Knowledge CBD
EcoZoom Rocket Stoves	Panasonic	Tupperware
Foxwoods Resort and Casino	Panera Bread	

Smart Design

Designer – June '98 to January '03

- Multidisciplinary work with design researchers and industrial designers to create and brand intrinsically functional design
- Work ranged from design research, brainstorming, naming, concepts, sketching, information design, user- testing, producing final artwork

Coca-Cola	Kellogg's	OXO International
Family Care International	Kepner-Tregoe	Johnson & Johnson
Hewlett-Packard	LG Chemical	Seagram's

Teaching Experience

Parsons School of Design

Adjunct Faculty – September '17 to Present

- Graphic Design I: Covering design concepts, visual communication via composition, typography, color
- Mentoring a class of 12-16 students to explore the design process – ideation, research, and revisions, and a final solution – in response to client needs and targeted audience

Education

Pratt Institute, 2010–2011

MS Interior Design candidate

Parsons School of Design, 1998

BFA Communication Design, Academic Honors

Skills

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|------------------------|------------------------------|---|
| • Adobe Creative Suite | • Ideation and concepts | • Knowledge of production and fabrication processes |
| • Microsoft Office | • Art direction | • Project planning and time management |
| • HTML 5, CSS | • Copywriting, Naming | • Proposal writing |
| • Vectorworks | • Research and user testing | |
| | • Illustration and sketching | |