

what I do:


Traditional and digital creative powered by customer-centric, strategy-based direction and best practices.

how I do it:



things I design:



 **As the web & creative director at Medaille University**, my overarching goals are to (1) strengthen and enhance the Medaille brand in targeted markets, and (2) increase leads for our enrollment funnels.

In a nutshell, **I am responsible for** the design and direction of our print and digital creative, in both internal and public-facing markets, as well as our institutional website presence. Driven by analytics, I work closely with our backend developers to improve the design, usability and experience of our internal and customer-facing websites, providing not only UI/UX layouts, but comprehensive project specs, SEO, markup and support.

where it all began:

2003 | BUFFALO, NY
Bachelor of Science, Digital Media Arts
Canisius College



where I've made my mark:

-  OCT 2014 - PRESENT | BUFFALO, NY
Web & Creative Director
Medaille University
- APR 2013 - OCT 2014 | BUFFALO, NY
Brand Manager
Scientifics Direct/Leisure Living
- JAN 2007 - APR 2013 | BUFFALO, NY
Art Director
KegWorks/Line Logic
- NOV 2004 - DEC 2006 | PORTLAND, ME
Webmaster
Artist & Craftsman Supply
- NOV 2003 - NOV 2004 | BUFFALO, NY
Graphic & Web Designer
The Advantage Company

board on which I serve:

MAR 2019 - PRESENT | BUFFALO, NY
I.T. Oversight Committee
Roswell Park Cancer Institute

detailed overview:

With 20 years experience under my belt, I am an award-winning graphic and user experience designer, focusing on organization, navigation and usability. After a year of graphic design for The Advantage Company, I switched gears, becoming webmaster and SEO for a national art supply based in Portland, Maine, where I increased website sales by over 50%, year over year. From there, I merged my love for usability, user experience and design as art director and brand manager for \$20+ million e-commerce companies. I entered the higher education sphere in October of 2014 and currently serve as web & creative director for Medaille University, where I've had the opportunity to apply myself to something I find necessary in this world — education. Wishing to extend my reach to whomever I may lend expertise, as well as learn from my peers, I serve on the IT Oversight Committee at Roswell Park Cancer Institute.

print & digital collateral experience for higher education:

- Design of print collateral, marketing mail pieces and letters for annual fund and giving day campaigns
- Major gift and comprehensive campaign proposal book designs
- High-end Founders Day and Commencement event designs for all print and digital assets, including branding, booklets, programs, signage, invites, gifts and digital assets
- Design and production management of yearly Medaille Magazine (last three issues)
- Design and marketing copy for all academic program collateral (one-sheets, trifolds, booklets)
- Posters, one-sheets, mailers and digital assets for events/promotions (open house, info sessions, scholarships, etc.)
- Design of enrollment guides, financial aid packages and award letters
- T-shirts, banners and other promotional items
- Advertising (traditional and web)

cms & shopping cart experience:

- Wordpress
- Drupal
- X-Cart
- Miva Merchant
- Netsuite
- Magento

web experience for higher education:

medaille.edu

Our public-facing website, targeted to prospective students, parents and community members

- Front end user interface, user experience, navigation, organization, SEO, copy writing and graphic design

360.medaille.edu

Our internal website for students, faculty and staff

- Recently mocked up a new gamified design to aid in ease of use and student retention, not yet built out

honors & awards:

MAR 2018

Issued by 33rd Annual Educational Advertising Awards
SILVER AWARD
Buffalo's College T-Shirt Design

MAR 2018

Issued by Medaille University
Department of Communications
Excellence in Marketing & Creative Communications Award

FEB 2017

Issued by 32nd Annual Educational Advertising Awards
GOLD AWARD
Newspaper Single for 2016 Fall Undergraduate Open House

FEB 2017

Issued by 32nd Annual Educational Advertising Awards
BRONZE AWARD
Magazine Single for MBA and MAOL Degrees