

## DESIGN EXPERIENCE:

### ACTIVE INTEREST MEDIA

#### **Oxygen magazine / Art Director (February 2014–present)**

- Set tone for overall Oxygen brand (print and web) while working closely with Creative Director and art staff
- Responsible for redesign of magazine and brand
- Design front of book sections, department layouts, features and covers
- Oversee photoshoot production (including props, wardrobe design/styling and talent) while working closely with editors, photographers and stylists to make sure standards are met
- Work closely with Marketing Manager to ensure Marketing needs are met for print and web
- Photo selecting, editing and retouching
- Prop styling for food and studio photoshoots
- Develop, produce and oversee design ideas for web banners
- Create press-ready files for printer / approve final pages to press
- In-house photo-illustration
- Supervise and manage freelance designers
- Organization of files/images

#### **The Oxygen Challenge / Art Director (2015, 2016, 2018)**

- Develop, design and oversee overall look of print / web assets for award-winning 90-Day Challenge contest
- Responsible for supervising, creating and managing design collateral (digital assets, house ads and poster campaign)
- Logo design

#### **IDEA Fitness Journal / Designer (2018), Media Kit and sales material**

#### **Transformation magazine / Art Director, Designer (2015)**

#### **Glutes magazine / Art Director, Designer (2015)**

#### **Best Body magazine / Art Director, Designer (2014)**

### AMERICAN MEDIA INC.

#### **Mom & Baby magazine app / Art Director, Designer (2013)**

#### **Trimester Guide magazine app / Art Director, Designer (2013)**

- Responsible for implementing interior redesign and logo redesign for iPad debut
- Entire magazine design, web asset design
- Photo selecting and editing
- Secure all legal usage rights to imagery with Legal Department, photographers, model, stock and illustration agencies while managing billing
- Color correction and retouch

#### **Natural Health magazine / Associate Art Director (2009–2013)**

#### **Fit Pregnancy magazine / Associate Art Director (2009–2013)**

- Design front of book sections, department layouts and features
- Collaborate with Creative directors and Editorial staff to create art and visual concepts from ideas
- Still photoshoot art direction and prop styling
- Source, negotiate rates and hire illustrators to meet deadlines
- Mark up, review and approve loose color while closely communicating with retouch team to achieve the desired look of each magazine
- Pitch story ideas and contribute ideas/topics/current events in weekly meetings
- In-house photo retouching and color correction
- Stock photo research and selection
- Correct and approve final pages to press while working closely with Managing Editor, Copy Editors and production team to meet press deadline
- Select published photography, design, and illustration for competition submission

#### **Fit Pregnancy magazine / Art Assistant (2005–2009)**

#### **Mom & Baby magazine / Art Assistant (2005–2009)**

**ADDITIONAL  
EXPERIENCE:**

**Bitcoin IRA (2017)** Infographic creation for web  
**Keep it Kleen (2013)** Logo design and illustration  
**Sinner magazine (2007-2011)** Freelance illustration for print departments, features, and web  
**Get Your Body Back book / Assistant Art Director (2009)** Photo selecting, editing and retouching while working closely with the Art Director

**SKILLS:**

**Print / Digital** InDesign, Photoshop, Illustrator, Bridge, Acrobat, Insite, Dalim ES, Quark, Mag+, Tablet design, Book design, Illustration, Infographics, Prop styling

**PROFESSIONAL  
ORGANIZATIONS:**

**Society of Illustrators of Los Angeles / board member and professional member (2008-2010)**

**EDUCATION:**

**Bachelor of Arts in Art**, California State University Northridge

references available upon request