
ReflexionsRemote,
New York, NYSenior Art
Director,
Associate Partner
2018–2024

I was tasked with building an internal design team at Reflexions, an established development services agency, as Reflexions shifted its primary business model from development services-for-hire to focus more on product design and development. Operational responsibilities included:

- ▶ Oversaw staffing of product designers, visual designers, and UX designers, including interviewing, hiring, consultation on compensation and promotions as well as managing project assignments
- ▶ Consulted on proposals and SOWs representing the majority of Reflexions' revenue
- ▶ Worked with all staff on an ongoing basis to implement and refine design-related best practices
- ▶ Advocated for accessibility best practices
- ▶ Coordinated with producers to manage design maintenance tasks for existing clients
- ▶ Acted as art director for client projects, ensuring quality and clarity of design documentation, including task/ticket definition, internal design review and approval, and ongoing written and verbal communication with internal resources and clients. Notable projects included:
 - ▶ Metro/Wmata: UI direction, interaction direction, current state audit, requirements review
 - ▶ OMNY/MTA: design for devices, requirements review, animation
 - ▶ Charlie/MBTA: UI direction/design, UX direction, interaction design, design for devices, animation
 - ▶ Translink/Queensland: UI direction, UX direction, interaction direction, interaction design, requirements review, usability testing, animation
 - ▶ TAPP/PATH: UI direction, interaction direction, design for devices, requirements review
 - ▶ Poster House: UI direction/design, UX direction/design, interaction direction/design
 - ▶ Melville House: UI direction/design, UX direction/design, interaction direction
 - ▶ Housing Works Healthcare: UI direction, UX direction, interaction direction, current state audit
 - ▶ Motu Move/New Zealand: UI direction, UX direction, interaction direction, requirements review
 - ▶ Foley & Lardner: UI direction, UX direction, interaction direction, current state audit
 - ▶ Morrison Cohen: UI direction, UX direction, interaction direction, current state audit
 - ▶ Reflexions website, communications materials: UI direction, UX direction, interaction direction

Familiar

New York, NY

Founder and
Partner
2011–May 2018

I was a founding partner of Familiar, an integrated design/development studio focused on nonprofit, arts, and educational clients. We grew from two partners to three partners and six full-time employees, and our yearly growth consistently exceeded expectations. I was jointly responsible for nearly all aspects of the business, including day-to-day admin, business development, forecasting and financials, hiring, contracts, communications, QA/testing, requirements development, and client management. Notable projects included:

- ▶ Governors Island: UI direction/design, UX direction/design, client management
- ▶ Change Machine (financial coaching web app): UI direction/design, UX design, branding/identity
- ▶ Creative Capital (interactive grant app): UI direction/design, UX direction/design, interaction direction/design, requirements review
- ▶ Coast Guard Foundation: UI direction/design, UX direction, interaction direction/design
- ▶ Institute for New Economic Thinking: UI direction, branding/identity, organizational collateral design, event branding, event collateral design, client management
- ▶ USCJ: UI direction/design, UX direction/design, interaction direction/design, client management
- ▶ UrbanGlass: UI direction/design, UX design, requirements review, brand refresh, client management
- ▶ Atlanta Contemporary: UI design, UX design, current state audit
- ▶ Cory Arcangel/Estate of Tony Conrad: UI design, UX design, interaction direction/design
- ▶ SEFA Coalition: UI direction, organizational/event collateral design, animation, client management
- ▶ In Geveb: UI direction, interaction direction, branding/identity, client management
- ▶ Digital Yiddish Theatre Project: UI direction, interaction direction, branding/identity, client management

New York State Senate New York, NY	Senior Designer 2009–2011	<ul style="list-style-type: none"> ▶ Designed pieces for mailing and distribution for New York State Senators and the Democratic Conference, including event collateral, direct mail, reports, and brochures ▶ Developed modular layout systems for producing tight-deadline pieces to a high standard ▶ Implemented an automated data management system, streamlining customization of standardized printed pieces for use by any individual Senator ▶ Collaborated with the Office of the CIO (Chief Information Officer) to build HTML-based email templates consistent with the look and feel of the Senate website ▶ Acted as art director for the design department as required
Housing Works New York, NY	Design Director 2006–2009	<ul style="list-style-type: none"> ▶ Designed and produced marketing and informational materials for the general public, service recipients, and internal constituents; including exhibition and point-of-sale displays, permanent and event-focused signage, annual reports, brochures, and websites ▶ Instituted a high standard of design, clarity, energy and consistency ▶ Developed selection criteria, selected prospective vendors, and acted as internal point of contact for agency-led redesign of HousingWorks.org, resulting in sustained traffic increase, greater engagement and brand recognition ▶ Hired and managed junior staff as the Marketing department expanded
Council on Foreign Relations New York, NY	Web Producer 2005–2006	<ul style="list-style-type: none"> ▶ Acted as design lead for sitewide projects collaborating with external development vendor ▶ Proposed and developed site revisions including RSS/XML feeds and post-launch publication templates ▶ Maintained and updated sitewide CSS focusing on browser compatibility and usability ▶ Cooperatively maintained content database for CFR.org ▶ Trained new CMS users and offered specialized training to existing users
Gritty Boston, MA	Designer & Developer 2004–2005	<ul style="list-style-type: none"> ▶ Worked as a member of creative teams producing websites for clients including American Express, Emirates Airlines and MIT ▶ Researched and advised clients on interactive technology applications

Selected Freelance Clients

Housing Works, Storyland, Fremont Garage, Hederis, Fort Defiance/Sunken Harbor Club, Marlo Poras, Diana Lind, Bonneville Theater Company, *A Public Space*

Vassar College
 2000–2004
 B.A., English and Art History

Software Figma, Adobe Creative Cloud (InDesign, Illustrator, Photoshop, AfterEffects), Sketch, Principle, HTML, CSS, Tailwind, Jira, Asana, BodyMovin/Lottie.JS, PHP, GitHub, Wordpress, Craft CMS, Google Analytics, Microsoft Office, Mac OS

Skills Art Direction, Responsive and Mobile-First Web Design, Web Accessibility, Graphic Design, Editorial Design, Logo Design, Brand and Identity Development, UX Design, Project Management, Prepress, Print and Web Typography, Proofreading, Motion Graphics, Illustration