

OGILVY & MATHER | Associate Creative Director

03/07 - Present

Manhattan

Concepted, designed and facilitated in the development of interactive pharmaceutical projects for clients including *Wyeth* and *Allergan*. Acted as creative lead on the new interactive corporate campaign for *Siemens*, managing both Art Directors and Flash Developers. Created and presented new business interactive creative concepts for myriad health care brands.

ATMOSPHERE BBDO | Art Director

02/06 - 03/07

Manhattan

Acted as Art Director for the redesign of the *Emirates Airlines* site, providing direction for designers, information architects and developers. Interfacing weekly with clients. Functioned as creative lead on the *Citi American Express Chairman Card* site. Worked on site with *eBay* to explore the online expression of its rebranding efforts. Redesigned web templates for the Health section of the *Target* site, including a Flash-based overview of the *ClearRx* pharmacy packaging.

NICHOLE SOKOLOFF

R/GA | Senior Designer

03/05 - 01/06

Manhattan

Functioned as lead designer on corporate brand sitelets, video-streaming banners and an interactive animation for *Verizon*, as it repositioned its offerings towards broadband services. Worked directly with programmers to ensure adherence to design concept. Interfaced with clients on a regular basis.

BLUEFLY | Senior Designer

06/04 - 3/05

Manhattan

Concepted, designed and facilitated in the development of weekly online promotions. Worked with Online Retail to apply a clear information hierarchy to the site's advanced search functionality. Coauthored a preliminary process exploration for the Online Retail department. Collaborated in branding and designing the interior of *Bluefly.store*, a retail space. Mentored designers.

FUTUREBRAND DIGITAL | Senior Designer & Account Director

03/02 - 06/04

Manhattan/Dubai

Designed award-winning identities, brand guidelines, sites, exhibition spaces, stationery systems, brochures, video storyboards and client presentation collateral. Guided production team and interfaced with clients. Domestic clients included *General Motor*, *UPS*, *Dex Media*. Other projects included *The Palm* and *The World*, two of the most prominent development companies in Dubai, United Arab Emirates. Worked in Dubai for *Emaar Properties*, one of the largest development companies in the UAE.

As Account Director, directed communication between client and agency, managed client expectations, and facilitated the design, production and delivery of collateral across multiple projects.

TOOLS

BBEdit, Dreamweaver, ImageReady, InDesign, Illustrator, PhotoShop

EDUCATION

BA Art History/Feminist Studies, University of California, Santa Cruz, 1994

Received Highest Honors in the major of Art History and College Honors from Porter College

AWARDS

Received four 2002 Corporate Identity Awards: For the design of the *Arabian Ranches* brandmark; a sales brochure for *Arabian Ranches*; a sales brochure for *The Meadows* residences; a sales brochure for *Jumeirah Islands* residences.

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