



PROFESSIONAL SUMMARY

Creative and strategic professional with extensive experience in visual communication, brand strategy, print and digital design. Proven track record in leading creative teams, developing innovative marketing campaigns, and overseeing large-scale rebranding initiatives—including taking a regional bank spanning five states with \$48B in assets to a presence in nine states with \$100B+ in assets. Passionate about design excellence and user-centric storytelling with an emphasis on problem-solving.

EXPERIENCE

Flagstar Bank (formerly NYCB) 2015-Current

First Vice President / Creative Manager / Senior Art Director

- Established an internal creative agency from its inception.
- Lead and manage a team of creative professionals, ensuring high-quality execution across all marketing and branding initiatives.
- Work directly with the Head of Brand to develop and implement strategic creative campaigns aligned with business goals.
- Spearheaded the full rebranding of the bank, transforming its visual identity and market presence.
- Oversee project management processes to ensure timely and efficient execution of creative deliverables.

Epsilon (formerly Ryan Partnership) 2008-2015

Chase bank | Nestlé | White Castle | Darden Restaurants

Senior Art Director

- Collaborated directly with the Creative Director to develop and execute visual communication strategies for promotional and informational collateral, websites, web banners, and email campaigns.
- Partnered with various departments to expand business opportunities.
- Assisted in brainstorming and developing creative and visual directions for various clients.
- Provided additional production support, including photo retouching, to meet tight deadlines.

EDUCATION

Bowling Green State University 2004-2008

Bachelor of Fine Arts in Graphic Design

- Graduated with a 3.94 GPA.
- Founding member of AIGA Toledo, Ohio Chapter.

SKILLS

- Team leadership and mentoring
- Art and creative direction
- Visual storytelling
- Branding and identity design
- Typography and layout
- Color theory and composition
- Concept development
- Strong verbal and visual communication
- Project management

SOFT SKILLS

- Communication
- Teamwork
- Leadership
- Adaptability
- Problem-solving
- Time management

SOFTWARE AND TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft Office (Word, Outlook, Powerpoint)
- UI / UX (Figma, XD)
- Motion graphics (After Effects, Premier Pro)
- Digital & print production
- Photography & videography basics
- Web / email design basics (HTML/CSS knowledge)