

EXPERIENCE

Art Director

CF Napa Napa, California, 2008 - 2011

Packaging and collateral design studio for the wine and spirits industry.

Clients include: Icon Estates, Hahn, Duckhorn, W.J. Deutsch & Sons, Adler Fels, Boisset, Freixenet, Fosters Wine, Constellation, Canopy Management, Delicato Family Vineyards, Don Sebastiani & Sons, and Brown-Forman

- Provide creative direction to a team of 4 designers
 - Manage design projects from concept through production
 - Lead client presentations
 - Press check to maintain highest print standards
 - Hire illustrators and calligraphers
 - Create custom typography and illustrations
 - Photo retouching and color correction
 - Maintain design and content updates to cfnapa.com
 - Collaborate with web programmers
-

Senior Designer

Melanie Paykos Design Los Angeles, California, 2006 - 2007

Boutique design studio focusing on print collateral and branding for a wide range of industries including film, television, music, publishing, and retail. Clients include: CBS-Paramount, HBO, Sony Pictures, Fox Pictures, FedEx, General Motors, Caruso Affiliated, Turner, Warner Brothers, Animal Planet, and Miller Brewing

- Provided art direction for freelance and junior designers
 - Completed projects from concept through production
 - Participated in client presentations
 - Attended press checks to maintain highest print standards
 - Created custom typography and illustration
 - Photo retouching and color correction
 - Collaborated with web programmers to implement and maintain websites
-

Art Director

BDA Marketing Anaheim, California, 2005

Small full-service ad agency specializing in corporate identity, direct mail, and print ads. Retail, web, and medical clients include Famsa Inc, DirecTV, and other major retailers in Southern California

- Head of creative department
 - Managed a team of permanent and freelance designers
 - Managed projects from concept through production
 - Led client presentations
 - Concepted TV storyboarding and onscreen graphics
 - Attended press checks to maintain highest print standards
 - Responsible for departmental budget
-

Designer

EMI Capitol Records Anaheim, California, 2004 - 2005

Music packaging and marketing collateral for an iconic record label

- Redesigned Capitol's vault collection for current retail environment
 - Completed projects from concept through production
 - Created custom typography and illustration
 - Photo retouching and color correction
-

EDUCATION

University of Arizona

Visual Communication, 1997 - 2000

Otis College of Art and Design

Course work in letterpress printing and Typography

PUBLICATIONS

- HOW International Design Awards 2011 - High Roller Vodka package design
- Graphis, Branding USA 3 - Title Page: Perception/Reality wine label design
- Plus Wine - Cycles Clement wine label featured in the book
- San Francisco Chronicle Wine Competition - Climber, Best Label Award
- Napa Valley Museum - Patch Block package design featured in exhibit