

EXPERIENCE

2/11 to PRESENT SISON & OVERTON, *Creative Director and Founder*

Worked on logo design & collateral materials for Ian Schrager's *Public Hotel* in Chicago.

Collaborated with *Bloomingdales'* in-house creative team: art directed, produced and designed their Spring 2011 March Hot Catalogue. Designed, produced and art directed *Versace's* Fall 2011 accessories mailer.

Current projects are Circa Jewelry and Zeckendorf Development.

1/12 to 6/13 ARNY, *Creative Director*

Overall responsible for *Banana Republic* in all phases of design and conception on their seasonal advertising campaigns, videos, collateral, digital, & social media. Supervise and manage a team of art directors, producers and account managers during all phases of the creative process.

Create advertising, marketing and in-store campaigns for *DFS (Duty Free Shops) & T Galleria*—owned by LVMH Group.

Collaborate with internal teams to concept for product-focused advertising campaigns for *Revlon*.

3/09 to 2/11 LAIRD + PARTNERS, *Creative Director*

Overall responsible for concepting, managing and art directing campaign advertising, marketing, videos, digital and social media for *GAP (1969 Denim, Adult and Kid & Baby)*. Supervised and directed a creative and production team during all phases of the creative process.

7/08 to 3/09 LIPMAN, INC., *Creative Director*

Overall responsible for managing and directing campaign advertising for *Lord & Taylor, DVF Diane von Furstenberg, BCBG Max Azria Spring and Fall 2009, Godiva 2009 Holiday campaign, Smart Water 2010 campaign*.

Designed new packaging and products, as well as creatively consult on all licensing labels for the *Bob Marley* brand. Redesigned brand identity and developed new advertising campaign, corporate website, collateral pieces, property signage, etc. for all *Gansevoort Hotel Group* properties.

Developed and designed primary and secondary packaging, advertising campaign, POP displays and collateral material for *Jennifer Aniston* fragrance that launched in Fall 2010.

Recreated brand identity, brand vision, website, lookbooks, collateral, and showroom signage for *Ellen Tracy*.

4/04 to 7/08 IAN SCHRAGER COMPANY, *Creative Director of Graphic Design and Marketing*

Directed, designed and produced all marketing materials, advertising, direct mail pieces, brochures, barricades and billboards, property signage, etc. for residential & hospitality properties such as *50 Gramercy Park North, 40 Bond* and *Gramercy Park Hotel*. Art directed and styled all interior and exterior photographs for each property. Worked alongside PR agents to help produce and design travelling booths that showcase each property.

11/01 to 3/04 LIPMAN INC., *Art Director*

Responsible for re-imaging and re-branding of *Ermenegildo Zegna* men's clothing line from Fall 2001 to 2004; conceptualized, designed and executed print advertising, direct mail pieces, in-house commercials and outdoor; re-designed and facilitated production of new packaging concept for the brand.

Designed new identity package for *Generra* clothing line.

Designed new collateral pieces for launch of *Burberry Watches*.

Worked on logo and album design for Justin Timberlake's single *Like I Love You* and album *Justified*.

Managed a team of junior art directors, production staff and copywriters on several projects for *Bill Blass, Burberry, Ermenegildo Zegna, Gerard Darel* and Justin Timberlake.

Designed gala Invitations, journals and menus for The *Whitney Museum of Art*.

12/94 to 12/00 BARON & BARON, INC., *Art Director*

Art directed and designed magazine advertisements, corporate gifts, brochures, direct mail pieces and hotel signage for *Ian Schrager Hotels (Morgans, Royalton, Paramount, Hudson-NYC; Mondrian-LA; Clift-SF; Delano-MI; St Martins Lane, Sanderson-UK)*.

Developed several fragrance & cosmetic projects and created corporate identities, as well as designed primary and secondary packaging, merchandising displays & concepts, advertisements, collateral, invites, etc. for *Giorgio Armani's Eau Pour Homme, Truth Calvin Klein for Women, Truth Calvin Klein for Men, Nars Cosmetics, Nars Skin Care Line*.

Art Directed and collaborated with photographers & cast in conceptualizing fashion campaigns, as well as designed advertisements, collateral and packaging for *BCBG Max Azria, Boss Hugo Boss, Calvin Klein, Cynthia Steffe, Episode/Jessica (Europe & Asia), Ropé (Japan)*.

Was part of the creative team that developed Michael Kors revised brand identity and re-packaging launch. Designed posters, invitations, flyers, and advertisements for special events/screenings for *Merchant Ivory Productions*. Directly collaborated with Ismail Merchant and his team.

Collaborated with renowned photographer Richard Avedon and designed the *1997 Pirelli Calendar*.

Edited and designed books such as *10 Years of Dolce & Gabbana* and Michel Comte's book for the Red Cross Association, *People and Places with No Name*. Travelled abroad for press checks and maintained quality control of print production.

5/92 to 12/94 INTERVIEW Magazine, *Associate Production Manager*

Responsible for pre-press review of all advertising materials which includes blue print/proof checks and quality control at press. Also responsible for trafficking ads, contracts and correspondence. Created in-house advertising proposals/mock-ups for prospective clients. Designed invitations for monthly issue promotions for Merchandising Department.

EDUCATION

9/89 to 5/92 School of Visual Arts, NYC

B.F.A. Media Arts and Advertising, Honors Graduate

AWARDS

1992 The One Show

Garnered the Bronze Pencil, College Competition Division

SKILLS

Proficient in most current versions of Adobe programs such as: In Design, Photoshop, Illustrator; Microsoft Word and Excel, Power Point; highly knowledgeable in photo/print production, post-production, quality control and press-checks. Well-travelled and internationally experienced. Fluent in English and Filipino.

References available upon request.