
portfolio

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objective

To lead, mentor, and inspire a creative team. To develop noteworthy work within the industry. To be part of a forward-thinking creative group.

employment history**interactive design****07.2010 - Current** *VP Group Creative Director at Digitas*

Lead Creative on American Express Consumer Charge Services Group - Centurion, Platinum, Gold, Green Properties. Lead campaign and product launches for Merchant Services (Small Business Saturday and Express Merchant Financing). Lead online, offline, mobile marketing and promotions heading a team of 20 creatives across multiple disciplines.

09.2009 - 06.2010 *Senior Creative Director at Schematic*

Responsible for overseeing and collaborating with Creative teams in New York, Los Angeles Costa Rica, and Singapore. Managing creative vision for clients that include Google, Bank of America, Time Inc., Thomson Reuters, Best Buy, P&G, and Barclays. Additional responsibilities included organizational restructuring, business development, staff resourcing, recruiting, planning, and career development.

01.2009 - 09.2009 *Freelance Creative Director (Blockbuster Digital, Schematic, Razorfish, Createthe)*

Responsible for building experience team that oversees all digital touchpoints. Charged with creating unified consumer experience across all platforms. Developing universal styleguide for all Blockbuster properties. Created universal consumer strategy for mobile/kiosk/vending/online.

08.2005 - 08.2008 *Creative Director at Avenue A/Razorfish*

Role included multiple responsibilities that ranged from internal department management, to account and client management. Managed multiple businesses, primarily for L'Oreal and Condé Nast.

Creative Department Role and Responsibilities

- Developed recruiting programs to grow the department from 20 creatives to the current size of 60 and counting.
- Participated actively in candidate interview and selection process, from CD to Designer level.
- Helped shape the career management program and structure within the department.
- Streamlined and assisted in a formalized reporting structure.
- Developed management process which included Leads meetings, Studio meetings, and Resource Management Process.
- Initiated and acted for department involvement with company's business development efforts.
- Attended various national events as representative of the New York office (Client and Creative Summits).
- Performed career management duties to 5 members of the department.
- Managed multiple photo and video shoots for all original online content.

Account / Client Responsibilities

- Role included maintaining client contact from pitch level through implementation.
- Organized a team and process structure to prepare for the growth of the account.
- Managed account performance and resource organization.
- Ensured team needs were met to maintain work quality, that timelines, and team morale.
- Consistently invited and actively participated in client's marketing planning meetings.
- Worked with client on presentations to their executive committees.

L'Oreal

In a 2 year period grew L'Oreal business from \$400K to \$5M, placing it in the top 4 focus accounts within the region. Managed a team of 7 creatives (Designers, Art Directors, and Copy), 3 project managers, and 2 developers. Launched 8 sites, microsites and campaigns for account within this period. Won AOR status for Maybelline New York/Garnier. Multi-brand experience involved web development and advertising work for Garnier Fructis, Maybelline New York, Garnier-Nutritioniste, Nutrisse, and 100% Color.

Condé Nast

Managed a separate team for Condé Nast comprised of 4 creatives, and other disciplines. Launched Condé Nast Portfolio.com and WWD.com. Actively participated as the creative lead and representative on other properties within the account.

Miscellaneous

Developed winning pitch creative for CNN, CVS, Maybelline/Garnier and Balenciaga. Involvement in business development for MTV, CIBA, Gucci Group. Launched AnnTaylor.com & lamAnnTaylor.com. Involvement in other properties such as Ford and Pokemon.

01.2002 - 08.2005

Freelance Senior Art Director

Clients roster: RDAI, HBO, Organic, Renegade Marketing Media, Victoria's Secret, Barnes & Noble.com, Avenue A/Razorfish, MRM.

01.2001 - 12.2001

Art Director at SBI (formerly marchFIRST)

Accounts: Neuberger Berman, NTT Docomo, Ziff Davis

09.2000 - 12.2000

Senior Design Director at Surge Interactive / Arnell Group

Accounts: Cuervo, One Red Cube, Playboy, Con Edison

01.2000 - 08.2000

Senior Designer at marchFIRST (formerly USWEB/CKS)

Accounts: Neuberger Berman

01.1998 - 01.2000

*Senior Designer at Open Interactive Media***fashion design**

05.1994 - 11.1998

Firmament NYC - Principal

09.1991 - 03.1994

Charivari NYC - Women's Store Buyer and Merchandiser

09.1989 - 08.1991

Onward Kashiyama USA - Public Relations Director and Associate Sales Director

education

BFA Fashion Design—Parson's School of Design, New York NY

BSC Marketing Management—De La Salle University, Manila Philippines

BA Japan Studies—De La Salle University, Manila Philippines

awards*Condé Nast Portfolio*

2008 Webby Honoree
2008 Web Marketing Association Winner
2008 Media/Marketing Newsletter Award
2007 Web Awards Publishing Standard of Excellence

Maybelline

2008 Webby Honoree
2008 Web Marketing Association Winner
2007 American Graphic Design Awards Internet Design Winner
2007 Web Awards Outstanding Website

Garnier Nutritioniste

2008 Web Marketing Association Winner
2007 American Graphic Design Awards Internet Design Winner
2007 Web Awards Outstanding Website

WWD

2009 Media/Marketing Newsletter Award
2008 Web Awards Publishing Standard of Excellence
2009 OMMA Award For Web Site Excellence

I am Ann Taylor

2005 Outstanding Retail Microsite
