

EXECUTIVE SUMMARY

Senior-level creative director and strategist, leading teams in corporate and non-profit environments.

EXPERIENCE**Raytheon, Waltham, Massachusetts 8/2016 - present***Account Manager & Creative Strategist*

Provide creative leadership and consultation for the organization, working with customers to develop innovative and targeted communications. Oversee benchmarking and competitive analysis studies. Lead exploration of cutting-edge digital technologies and brand marketing solutions. Oversee account management function for Raytheon Advanced Media, managing high-profile customer relationships and leading outreach activities across business units. Responsible for building awareness of departmental processes to drive efficiencies, customer satisfaction, and strategic output.

Senior Creative Director

Oversaw and evolved Raytheon brand standards. Provided creative leadership on department output including design, digital, and video. Consulted with internal stakeholders to define overall strategy and determine creative approach for deliverables. Helped establish and define workflows and staffing structure for department. Developed creative strategies to support senior leadership communication goals.

MathWorks, Natick, Massachusetts 10/2007 - 7/2016*Creative Director*

Developed global brand identity standards. Provided creative leadership on a range of project types: integrated campaigns, digital, email, social, UI design, print, advertising, infographics, and video. Managed internal creative team including workload allocation and career development. Built vendor pool. Defined creative development process, workflow, and standards.

Robert Davison Design, Arlington, Massachusetts 10/2007 - present*Creative Consultant*

Provide freelance design and consulting services for academic and arts-based organizations. Clients include Colleges of the Fenway, Arlington Cultural Council, Massachusetts College of Art and Design.

Northeastern University, Boston, Massachusetts 9/1997 - 9/2007*Creative Director*

Led execution of institutional brand strategy to transform the University's reputation from a local safety school into a nationally recognized, top 50 ranked institution. Collaborated with academic and business units, including Admissions, Development, Provost, and Office of the President.

Interim Director of University Relations

Oversaw marketing and communications for the University. Managed seven departments (Alumni Magazine, Publications, Web Services, Photography, Public Relations, Conference & Events Planning, and faculty & staff newspaper.) Reported to President and served as member of senior leadership team.

Director of Publications

Determined strategy and overall creative approach for collateral. Managed design, editorial, and production teams. Oversaw \$1.5 million projects annually.

*Prior experience includes:***PJA Advertising and Marketing, Cambridge, Massachusetts***Design Director*

Established design department. Built agency's portfolio. Participated in new business development.

OTHER EXPERIENCE

Massachusetts College of Art and Design, Boston, Massachusetts 1997 - present
Senior Instructor

Advanced-level coursework in graphic design and visual communication. Areas of focus include conceptual development processes, market research methodologies, brand identity systems, environmental graphics, digital and offline graphics.

Massachusetts College of Art and Design, Boston, Massachusetts 2019 - present
Director, Alumni Leadership Council

Serve on the alumni board of directors, providing strategic direction and oversight of Alumni Association policies and outreach activities.

EDUCATION

Boston University, Boston, Massachusetts
Master of Fine Arts in Graphic Design. Recipient of Director's Scholarship

Massachusetts College of Art and Design, Boston, Massachusetts
Bachelor of Fine Arts in Graphic Design, with Distinction. Recipient of Morton Godine Fellowship

Yale University, Brissago, Switzerland
Program in Graphic Design. Faculty included Paul Rand, Armin Hofmann

Maine College of Art, Portland, Maine
Summer Institutes in Graphic Design. Faculty included Lucille Tenazas, Wolfgang Weingart, Michael Rock

RECOGNITION

Awards include:

- AIGA 365
- AIGA BoNE Show
- Admissions Marketing Awards
- Council for the Advancement and Support for Education (CASE)
- Graphic Design USA In House Design Awards
- Hatch Awards
- HOW Magazine Design Annual
- ID Magazine International Design Review
- Print Magazine Regional Design Annual
- Type Directors Club
- University and College Designers Association (UCDA)
- Webby Awards

Publications include:

- The Graphic Designers Guide to Clients, By Ellen Shapiro, Allworth Press
- 51 Posters: AIGA Boston, By Clifford Stoltze
- Promo 2, North Light Books
- Fresh Ideas in Promotion, North Light Books

Presentations include:

- Communication Design: Then and Now, Massachusetts College of Art and Design Panel Discussion
- Bringing Complex Stories to Life, Raytheon Global Business Services Forum
- Future-Model Web Design, Raytheon Global Communications Conference
- Project Analysis: Experiential Learning Website, CASE Design Institute
- Clients and Designers Panel, CASE Design Institute
- Stretching Your Creativity, National UCDA Conference

Exhibitions include:

- Above the Fold: Alumni Works In Design, Massachusetts College of Art and Design

INTERESTS

Kayaking, historic preservation, gardening