

—EXPERIENCES

CREATIVE DIRECTOR • WHATSAPP; KALSHI • JUL 2005-PRESENT, NYC  
ROBINHOOD • CREATIVE DIRECTOR, EDITORIAL • AUG 2023-MAR 2025, NYC  
THE WALL STREET JOURNAL • CREATIVE DIRECTOR • AUG 2018-MAR 2023, NYC  
SYPARTNERS • SR. DESIGNER\* • JAN 2018-MAY 2018, NYC  
NEWLAB • CREATIVE DIRECTOR\*: EDITORIAL, BRAND • MAY 2017-OCT 2017, NYC  
K/R ARCHITECTS • CREATIVE DIRECTOR\*: BOOKS • MAY 2017-MAY 2024, NYC  
TIME MAGAZINE • ART DIRECTOR • NOV 2014-MAR 2016, NYC  
THE DAILY BEAST & NEWSWEEK • CREATIVE DIRECTOR • JUN 2012-JUL 2014, NYC  
PRINT MAGAZINE • CONTRIBUTING NEW BOOK CRITIC • DEC 2010-FEB 2012, NYC  
YOUNG & RUBICAM (Y&R) • SR. DESIGNER • MAR 2011-JUN 2012, NYC  
COLLINS • SR. DESIGNER\* • JUN 2010-OCT 2010, NYC  
SCHOOL OF VISUAL ARTS • MFA LIBRARIAN • JAN 2009-MAY 2010, NYC

—EDUCATION

SCHOOL OF VISUAL ARTS, MFA DESIGN • 2010  
SALISBURY UNIVERSITY, BA JOURNALISM • 1999

—LECTURES & PRESENTATIONS

PRATT: “IT WAS 3:07 AM” • 2014  
THE NEW SCHOOL: “IS DESIGN IS” • 2016  
PRATT: “SPRUNG FROM CURIOSITY” • 2016  
EATALY: “PINK.” • 2018  
SVA THESIS PANEL • 2019  
FIT: “ARLEEN’S FLUXUS LOFT” • 2021  
LIVINGSTON MANOR, NY: PERFORMANCE LECTURE: COLD WAR NUCLEAR  
WAR MEDIA & RELATED PROJECTS OF THAT ERA • 2023  
HOFSTRA EOY SHOW JUDGE • 2023  
SVA MFA VISUAL NARRATIVE: “DESIGNED MANIFESTOS” • 2025

—SELECT AWARDS & RECOGNITION

TYPE DIRECTORS CLUB AWARD • 2009  
SZENASY, DESIGN ADVOCATE: WRITINGS AND TALKS BY METROPOLIS  
MAGAZINE EDITOR SUSAN S. SZENASY • 2012  
SCHOOL OF VISUAL ARTS ALUMNI PROFILE • 2020

—SELECTED BRANDS AND PEOPLE WORKED WITH

IBM, APPLE, AT&T, STARBUCKS, WHATSAPP, KALSHI, YO YO MA, NEW YORK  
KNICKS, US OLYMPIC COMMITTEE, FOUNDERS, CMOS, CCOS, CTOS,  
JOURNALISTS, EDITORS, ILLUSTRATORS, ANIMATORS, JR. DESIGNERS, ELON  
MUSK, MUHAMMAD ALI

AS A DESIGN AND COMMUNICATION PRACTITIONER I: SKIM, DESIGN, LEAD, RESEARCH, WRITE, CREATIVE DIRECT, MAKE, AND MOST USEFULLY, ASSERT A VISION FOR THE ROLES AND BRANDS I WORK AMONG.

I USE TYPOGRAPHY, TEXT AND MESSAGING, STRATEGY, MATERIALS, AND PLACEMENT, AN UNDERSTANDING OF REFERENCE AND RESEARCH, THE ZEITGEIST, AND PRINT AND DIGITAL LAYOUTS TO INFORM MY PRIMARY EXECUTIONS. I WORK ON/AMONG: IDENTITIES; BOOKS; EDITORIAL PROJECTS; COMMUNICATION PATHS AND FLOWS; EVENTS AND PHYSICAL ENVIRONMENTS; ICONOGRAPHY & SYMBOLS; MODELS AND METHODOLOGIES; CAMPAIGNS; BRAND AND COMMUNICATION STRATEGY; STRATEGY AND COPYWRITING, AND OF COURSE WEBSITES. I DO THIS FOR STARTUP TECH COMPANIES AND BOTH ESTABLISHED AND EMERGING MEDIA OUTLETS.

I HAVE BEEN IN THIS CONTINGENT AND CONTINUOUS-OR, LIVING-STATE SINCE 2010 (16 YEARS).

MY ASSORTED EXPERIENCES IN MAINSTREAM AND NEW MEDIA NEWSROOMS, PRINT AND DIGITAL EDITORIAL SPACES, CONSUMER AD AGENCY DEPARTMENTS, KYU COLLECTIVE PARTNER TRANSFORMATION DESIGN FIRMS AND STUDIOS, IN-HOUSE DESIGN DEPARTMENTS, HIGHER EDUCATIONAL INSTITUTIONS, AND INTERNATIONAL ART AND ARCHITECTURE PROGRAMS, AND NEW TECH START UPS, ALLOW ME TO INTEGRATE STRATEGY, DESIGN, WRITING, AND LEADERSHIP INTO ONE. ALTHOUGH THESE ARE SURELY DISTINCT SKILLS TO SOME, I DO NOT SEPARATE THEM-I COULD NOT, EVEN IF I WANTED TO. IN THIS DELIBERATE APPROACH TO IMMERSING MYSELF INTO A RANGE OF ENVIRONMENTS, I'VE PARTICIPATED IN MANY APPROACHES, FELLOWSHIPS, SOLUTIONS, ATTEMPTS, ASSIGNMENTS... ALL TOWARD THE MISSION TO COMMUNICATE A PERSPECTIVE WITH OTHERS.