

**SUMMARY** Senior creative with experience leading a turn-key design process on the client and agency side. Oversight of digital and traditional media for integrated brand awareness, identity programs, event marketing, websites and online campaigns.

**EXPERIENCE** **CREATIVE LEAD** | 3/2008 - PRESENT  
Elschwartzo Design | Montclair, NJ

Elschwartzo Design is a privately held brand marketing consultancy.

Clients: DIRECTV, Baccarat, Bliss Spas, Douglas Elliman, Van Gogh Vodka, Starwood Hotels & Resorts, Molinari Sambuca, Denihan Hospitality, Isaia Napoli, Eidos Napoli, Limoncello, The Surrey

- Managing a team of up to 7 designers (UX/UI + traditional), developers, writers and account managers
- Oversight of global rebranding projects that produced visual language and tone standards
- Lead role in designing and copywriting assets for social, direct website and paid media placement
- Secured over \$2M in new business
- Negotiation of all client creative fees and sourcing freelance/full-time team members

**DESIGN DIRECTOR, BRAND MARKETING** | 7/2003 - 3/2008  
Starwood Hotels & Resorts | New York, NY

A global group consisting of W Hotels, The St. Regis and The Luxury Collection. An in-house team was utilized to reposition the three brands while internationalizing their launch in the Asia Pacific, Latin America, Europe, Africa and the Middle East.

- Launched a \$6M integrated marketing program and responsible for creative look across various media including print and digital advertising, collateral and photography
- Overseeing creative direction of the international agencies
- Authored brand standard guidelines, and held the lead communication role in guideline training between corporate and field operations
- Partnering with purchasing to negotiate and manage \$8M of print
- Ongoing producer of all photo shoots in the North American, Asia Pacific and EAME divisions
- Management of an internal creative team and hiring of additional freelance talent
- Researched design trends to identify opportunities for next generation product development
- Edited four custom published books that were 100% paid for by ad revenue
- Writing digital CRM copy for partnerships such as Sirius, Bose, Amex, Jonathan Adler and more
- Participated in creating secondary brands (aloft hotels)

**ART DIRECTOR** | 4/2000 - 5/2003  
Black Ink | New York, NY

Clients: Esperion Pharmaceutical, Pepsi, Elbow Beach Bermuda, Alpine Tourist Board, American Express Publishing, Chase, CNN, Forbes

**GRAPHIC DESIGNER** | 10/1999 - 4/2000  
Gobi | New York, NY

**CONTINUING EDUCATION**

IDEO:  
Design Thinking  
Storytelling for Influence

General Assembly:  
Digital Marketing Strategy  
UX Design Circuit

Noble Desktop:  
Front End Development

**EDUCATION DEGREES**

Hahnemann University Graduate School of Medicine:  
Philadelphia, PA  
MA in Art Therapy/Psychology

The University of the Arts:  
Philadelphia, PA  
BFA

**HONORS**

Featured on Million Dollar Listing, Graphic Design USA-Person To Watch, Graphic Design USA's best in-house agency award, Image of the week Ad Week, Medal recipient of the New York Art Directors Club, Parsons School of Design lecturer, The New York Society of Illustration Exhibition, HSMAl award