

200 West 112th Street | #4A | New York, New York 10026

portfolio | www.minimummeans.com

education | Communication Arts & Design, 1998 | Bachelor of Fine Arts
Virginia Commonwealth University | Richmond, Virginia

design direction | art direction

MINIMUM MEANS, New York, New York
2002–present

scope: print, marketing and corporate collateral, advertising, branding and identity,
web strategy and media

clients: **Carolina Herrera**, 2010–Present

Lee Anderson Couture, 2010–Present

Tommy Hilfiger, 2009–Present

Coach, 2009

Raymond Weil, Geneva Switzerland, 2009

Chain Gang, São Paulo, Brazil, 2009

Creation Production, 2006–Present

Breukelein Institute, 2006–Present

senior graphic designer | art direction

Giorgio Armani, North America, New York, New York
2004–2009

scope: print, marketing and corporate collateral, advertising, visual graphic

clients: Giorgio Armani, Armani Collezioni, Emporio Armani,
Armani jeans, and Armani/Casa

environmental graphic | design direction

Grid 2, New York, New York
2001–2004

scope: print, retail visual identity and branding, marketing collateral, packaging
environmental graphic design

clients: Borders, NET Taiwan, Michael C. Fina, Giant, Gourmet Garage, HCG Taiwan,
JC Penny, KB Toys, and Progressive

environmental graphic | graphic design

Louis Nelson Associates, 2001–2001
New York, New York

scope: environmental graphic design, information signage

clients: AirTrain and Richter+Ratner

simplification design | branding

Siegel + Gale, 1998–2000
New York, New York

scope: information architecture design, identity, corporate collateral

clients: AT&T, BreathNet, Chase, Disney, Ernst & Young, Provant,
Reciprocal, and The Standard