

I am a creative, entrepreneurial product development executive, with deep experience in both content and advertising.
I have a proven track record designing profitable products and lowering development costs, managing P&L for business units of up to 35 people. My goal is to spearhead production of engaging experiences that delight audiences and move them to action.

LanguageEase Co-Founder

1/07 - Present

Invented product for fast, affordable Mandarin Chinese language education. Developed content and marketing plan.

Our365 General Manager, Internet

6/07 - 12/11

Manage Web strategy, development and operations for social networking, media and e-commerce website for moms.

AOL Director, Social Media

10/03 - 2/07

Managed production and creative development for partnerships to develop initiatives for AIM and Community on AOL. Key contributor to transition from subscription to advertising business.

Imaginary Forces Executive Producer, Interactive

8/02 - 10/03

Set business and creative goals for new interactive division of bi-coastal design company. Managed participation in World Trade Center redesign and developed cool software for IBM.

Artifactor CEO

2/99 - 06/01

Architected startup to develop realistic interactive characters for social applications. Recruited team, built animation simulations, financial models, business plan and equity offering documents.

Sesame Street Executive Producer, Online

12/97 - 2/99

Recruited and managed a 27-person development staff to create new Sesame Street media platform. Honed process and sparked development of robust Sesame Street experiences.

R/GA Executive Producer

8/92 - 11/96

Founder of R/GA's Interactive division. Managed creative development and production of original games, CD-ROMs and advertising programs. Oversaw P&L and directed all production, reaching profitability on annual revenues of \$5 million.

R/GA Digital Studios Macintosh Production Manager

8/89 - 7/92

Produced first fully Macintosh-animated commercials ever aired on TV. Increased profitability integrating Mac throughout R/GA.

Various Studios Motion Graphic Cinematographer

6/86 - 7/89

Created special effects animation for feature films and TV ads. SFX animation for *Star Trek V*, Nintendo, P&G, Coke and more.

Speaker/Teacher

Speaker: NYU ITP, Apple Center NY, MacWorld, AIGA, Kagan Interactive Adv., Computer Graphics for Design, Serious Games
Teacher: School of Visual Arts, Digital Animation

Education

New York University - BFA, 1986, University Scholar: 1982-86
Major: Film/Art History | Hosted WNYU art music show 1982-86

Sample Projects

STRATEGY & DESIGN

Management Consultant 1998 - Present

Product development, brand strategy and production direction for companies such as **BabyCenter**, **Hallmark/Crayola**, **Wunderman**, **ibeautey** and **e-Shrinks.com**.

AOL Social Media Campaign 2006

Developed strategy to educate audiences on AIM social media products.

AOL Web Strategy Prototypes 2004

Creative directed prototypes envisioning data-driven adaptive smart portal.

AOL Games Redesign 2003

Experience directed new Games channel and show "Inside the Game."

Corporate Solutions 1992 - 1996

Design, information architecture, Web and technology development for clients including **IBM**, **AT&T**, **Lucent Technologies**, **Nabisco**, **NCR**, **Prudential Securities**, **Liberty Mutual** and **Paper Direct**

World Trade Center Redesign 2002

Produced communications strategy and multimedia presentations for United Architects' innovative design to rebuild Ground Zero.

SOFTWARE & GAMES

IBM Design Screensavers 1995 | 2003

Produced classic Eye-Bee-M and award-winning ThinkPad screensavers.

Tickle-Me Elmo Online 1998

Developed Sesame Street's Web-based autonomous character engine.

NetWits 1996

Multi-player nightly game show on MSN with animated, interactive character host and real world prizes. [Microsoft]

Barbie Makeover Magic 1996

Real-time particle system modeling allows girls to style Barbie's hair.

Gearheads 1995

Innovative arcade action game featuring original characters. [Philips]

Chrysler Interactive TV Program 1993

Time Warner's very first interactive TV trials in Orlando. [Bozell]

Levis Retail Kiosks and Web Site 1992

Levis' first Web site and stylish kiosks for nationwide stores. [FCB]

Flintstones/Jetsons Timewarp 1991

Kids interactive cartoon for bleeding edge CD-I platform. [Philips Media]

Reebok Kids 1989

Videogame-style spots for Reebok - the first ever Mac-animated commercials to be broadcast on TV. [Chiat/Day/Mojo]

EDUCATION

Language-Ease.com 2011

SEO-friendly e-commerce site teaches Chinese culture information and useful travel tips to market Mandarin language lesson product.

IBM Routes to Market 2003

Adaptive, mastery-based education application for global sales force.

Make A Story 1998

Story development, reading and physical book production experience.

Stickerworld.org 1998

Kids' social network with customizable profile design, safe communication and virtual economy. Grew to over 800,000 registered users.

The Robot Club 1996

Educational game aimed at teaching logic and problem solving; kids get to build robots and program them. [SouthPeak Interactive]