

Creative Director with over 20 years of experience in Style Guide development, Licensing & Consumer Products, Branding, and Marketing. Highly skilled designer, illustrator and photographer, experienced in all areas of Creative Services, and Creative and Brand Leadership. Extensive experience in Team Leadership and Growth, as well as Process Development and Implementation.

experience

By Norie, Inc.

Owner and Creative Director

New York, NY
March 2015 - Present

Clients include Sesame Workshop, Spin Master, Colorforms, Madame Alexander, Liongate, Iconix (Strawberry Shortcake), William Grant & Sons

- Owner of By Norie, Inc., a full service Design and Illustration Studio. Services include Style Guide development and illustration for Consumer Products lines, Branding and Packaging Design, Marketing Materials Design, and Product Illustrations.

CBS Television Studios (ViacomCBS)

Creative Director

New York, NY
April 2019 - May 2020

The Star Trek Franchise, I Love Lucy, Twin Peaks, and the full CBS Television portfolio

- Led Style Guide development for Star Trek: The Next Generation, Star Trek: Picard & I Love Lucy.
- Managed all new assets from Star Trek: Picard production.
- Directed numerous agencies and illustrators in art creation for Style Guide development.
- Responsible for reviewing all Consumer Products submissions from licensees across the CBS and Showtime portfolio.
- Developed graphics and art for all trade shows, conventions, and gallery displays.

HIT Entertainment (a subsidiary of Mattel)

Director of Creative Services

New York, NY
June 2006 - March 2015

Thomas & Friends

Little People, Bob the Builder, Barney, Fireman Sam, Angelina Ballerina, Fraggle Rock

- Led team of 7 direct reports for the North Americas Creative Services Team.
- Headed all Global Creative for the Thomas & Friends Brand.
- Led all Core Brand, Marketing, Hard Lines, Soft Lines and Packaging Style Guide development for Thomas & Friends and created over 40 Style Guides in 2014 alone.
- Managed animation company and multiple design and illustration studios in the development of content and Style Guide assets.
- Established and implemented a Creative Development process that included the activation of a design methodology, time lines and digital filing systems for the department.
- Managed the visual integrity of the overall HIT Home Entertainment portfolio, including packaging, related retail displays, advertising, promotions, publishing spin-offs and audio compilations.
- Instrumental in managing the company's assets, including the launch and development of HIT's worldwide Asset Library.
- Key Brand and Licensing team contact for creative feedback on licensee submissions to ensure brand integrity.

Cornerstone Strategic Branding

Associate Design Director

New York, NY
June 2004 - January 2006

R.J. Reynolds • Winston

- Lead Creative, in charge of a team of 7, on the company's premier account.
- Spearheaded the conceptual development of the core brand platform and its integrated activation across multiple touch points including: Direct Mail, Promotion, Digital and Retail.
- Responsible for conceptual presentations to client. In charge of a multi-million dollar annual creative budget, as well as the short term schedules and longer time lines for more than 75 simultaneous projects.
- Responsible for the growth and development of all team designers.

Colangelo Synergy Marketing

Senior Art Director

Darien, CT
March 2002 - June 2004

Dannon • Danimals, Danimals XL, Frusion

Kraft Beverages • Kool-Aid, Capri Sun, Tang, Country Time, Crystal Light

Post Cereals

Diageo • Guinness, Harp, Red Stripe, Bass, Smirnoff Ice

Properties/Partnerships • The Polar Express, Wild Planet, Chuck E. Cheese's, Spiderman 2, X-Men, Dale Earnhardt, Inc., Roush Racing

- Managed a team of 3 in the daily activities across all areas of creative services.
- Responsible for team creative and production, time lines, estimates and work flow.
- Supervised design process and adherence to strategic direction. Participated in program and creative concepting, and skilled at bringing concept vision to fruition.
- Continually called upon to assist other teams in concepting and project management. Instrumental in developing company creative process and training team members in adherence to process. Highly influential role in all new business pitches.

experience cont'd

Aspen Marketing Solutions (formerly B-12 Marketing)
Associate Creative Director

New York, NY
November 1998 - January 2002

SKYY Spirits • SKYY Vodka, SKYY Citrus, SKYY Cosmo Mix

UDV • Malibu Rum, Rumpke Minze, Jack Daniels, Yagermeister, Goldschlager

William Grant & Sons • Frangelico, Glenfiddich, The Balvenie, Berentzen, Bols Liqueurs

Sara Lee Coffee & Tea • Chock full o'Nuts, Hills Bros

Maybelline, Bourjois, Netflix.com, Brother

Properties/Partnerships • The Yankees, Nascar, Disney on Broadway, Universal Studios

- Managed a team of 7, reporting directly to the VP Creative.
- Led creative for Spirit and Packaged Goods accounts. Managed all areas of creative execution, from concept and design to mechanicals.
- Responsible for hiring and training all junior members of the department.

Boxtree Communications
Art Director, Illustrator

New York, NY
June 1997 - November 1998

Colgate, Chase Manhattan Bank, Citibank, Avon, Coty, BMG

education

The Art Institute of Philadelphia
Visual Communications Major, Class of 1997
Honors - 4.0 GPA

Philadelphia, PA

achievements

Valedictorian of the Graduating Class of 1997
The Art Institute of Philadelphia

Best Portfolio Award of the Graduating Class of 1997
The Art Institute of Philadelphia

Presidential Scholarship
Merit Scholarship
The Art Institute of Philadelphia