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#### PROFESSIONAL EXPERIENCE

RedEnvelope, San Francisco, 2006-2008

Vice President, Creative Director

Responsible for the brand creative for direct mail catalogs, ecommerce website, marketing emails, banner ads and public relations collateral. Redesigned both the catalog and website for more upscale aesthetic and consumer experience. Saved print production expenses and realized co-mailing savings with catalog resizing. Upgraded photographic style to include aspirational lifestyle imagery along with improved product depictions. Cultivated a more personal, sophisticated brand voice for both catalog and marketing copy. Managed a staff of nine including print and web designers, production managers and artists, copy editor and photography producer. Kept department running through sale of company and transition to creative team in San Diego.

Freelance Art Direction - Bay Area, 2006

Produced and art directed photo shoots for Smith and Hawken, Pottery Barn Teen and Restoration Hardware catalogs. Also art directed photo shoots for Haggin Marketing's Dell computer account and sourced photographic talent for CNet's CHOW.com website.

Williams-Sonoma, San Francisco, 1998-2005

Director of Photography 2004-2005

Produced and art directed photography for the Williams-Sonoma catalog with overall responsibility for maintaining the Williams-Sonoma brand aesthetic, product accuracy and marketing effectiveness. Individual responsibilities included working with merchants and brand management to help plan photographic concepts; developing photo schedules; selecting and booking freelance photographers, food stylists and prop stylists; scouting and booking photo locations; and supervising photo merchandise coordinators.

Director of Creative Services 1998-2003

Supervised Williams-Sonoma catalog and website creative production teams to ensure brand aesthetics, schedules and budgets were maintained for design, photography and copy writing. Negotiated and oversaw numerous design, printing, paper and publishing contracts. Worked with executive management to develop and produce additional special marketing collateral. Hired and supervised a staff of sixteen employees. Specific achievements included:

- Created a comprehensive RFP and led national selection process for Williams-Sonoma catalog design contract.
- Enhanced the photographic style of the Williams-Sonoma catalog by hiring nationally recognized food and lifestyle photographers to shoot special featured sections.
- Elevated the print production quality of the Williams-Sonoma catalog by enforcing improvement of paper and ink manufacturing with contracted vendors.
- Helped create and produce the company's first Internet website; oversaw visual design and user interface of subsequent websites for Williams-Sonoma brand.
- Negotiated and secured all culinary content rights from Williams-Sonoma book publisher for website use.
- Researched and selected a comprehensive asset management system for catalog production workflow and asset (photography and copy) archiving.

Gap Inc, San Francisco, 1988-1996

Senior Director of Store Marketing 1996

Directed the development of all Gap, GapKids and BabyGap packaging through merchandise meetings, creative briefs, design presentations, mechanical preparation, production sourcing, printing and store display. Oversaw innovative packaging design from Gap studio in New York, packaging account services at Gap San Francisco headquarters and packaging production through Gap Far East offices. Also responsible for supervising signage for point-of-purchase displays and window presentations.

Senior Director of Creative Services 1992-1995

Supervised graphic design studio and art production services for Gap, GapKids, Baby Gap and Old Navy advertising and store marketing projects including print and outdoor advertising, store signage, brochures and packaging. Managed staff of seventeen, including art directors, graphic designers and production managers. Worked closely with Executive Vice President of Advertising to implement creative direction for all projects. Oversaw the design and production of over 1500 ad pages a year including the popular "Who wears khakis?" ad campaign. Helped conceptualize and supervise the initial graphic design identity for BabyGap and Old Navy store concepts. Helped launch international Gap advertising for new store openings in Canada, England, France, Japan and Scotland.

Director of Print Production 1988-1991

Managed print production staff for Gap, GapKids, Baby Gap and Banana Republic advertising and store marketing. Managed annual production budgets of 2.5 million dollars providing detailed cost estimates and analysis of all projects produced. Introduced computer typesetting to design studio, saving time and \$40,000 annually. Brought color separation supervision in-house from New York ad agency improving scheduling and saving \$750,000 annually in agency fees. Switched from "run-of-book" print advertising to providing magazine and newspaper advertising "inserts," improving production quality and saving \$50,000 in media costs. Brought annual report production in-house saving \$60,000 annually in ad agency fees.

Esprit, San Francisco, 1984-1987

Print Production Manager

Worked closely with art director and company president to produce innovative direct mail catalogs, retail collateral and packaging for wholesale clothing company. Supervised film separations and printing for retail support collateral.

EDUCATION

University of California, Bachelor of Fine Arts 1981  
Studio Art, Photography major / Aesthetic Studies program

School of Visual Arts, New York 1977-1979  
Fine Arts program

REFERENCES

John Pound  
CEO, RedEnvelope, 2006-2008

Kerrie Chappelka  
Senior Vice President, Williams-Sonoma Creative Services, 1992-2005

Maggie Gross  
Executive Vice President, Creative Director, Gap Advertising, 1987-1996