

EXPERIENCE **DESIGN DIRECTOR, TV GUIDE.COM**  
New York, May 1998 to present

Spearheaded several site redesigns since joining tvguide.com: Worked with editor-in-chief and other key managers to develop and implement site redesign; Planned new information architecture; Designed all templates for new sites, including style guides built around visual impact, relevant content and compelling calls-to-action; Ensured a consistent and cohesive design direction.

Work in conjunction with managing editors and project managers to create compelling content and design: Art direct and design new editorial packages and functionality; Manage staff and freelance designers and photo editors.

Ensure post-production design integrity by working close with web programmers and developers.

Actively participate in usability studies to analyze and improve user experience.

Lead design projects for all online coverage of major awards shows such as Oscars and Golden Globes. Design mini-sites featuring editorial content and photo galleries to publish in real-time coverage.

Act as liaison with design leads the print, online and on-air platforms to ensure design synergy across the platforms. Lead design reviews with external creative agencies as needed.

Develop and oversee efforts to promote online magazine subscriptions, which substantially raised subscription sales.

Designed user interface for the advanced search application, including a search engine optimization component to increase the visibility of tvguide.com on entertainment related keyword searches.

Conceptualize marketing initiatives including promotional CD-ROMs, and print material including sweepstakes web sites, and mini-sites promoting DVDs, books and other TV Guide Store featured items.

**FREELANCE GRAPHIC DESIGNER**

New York, 1993 to present

Design and art direct extensive range of interactive, print and corporate identity projects. Clients include PBS, Thirteen.org and Times New Media.

**ART INSTRUCTOR**

School of Visual Arts, New York, 1998 to present

Developed and teach a course exploring six printmaking techniques: dry point, blind embossment, collograph, monoprint, linoleum cut and woodcut. Course focuses on students developing individual projects and helps guide students in building engaging print portfolios.

**SYSTEMS DESIGNER**

Exxon International, Rio de Janeiro, 1982-1989

Led developers team in developing and programming financial and marketing applications.

**AWARDS RECEIVED:**

2007 Best of the Web Awards for Best Redesign, by MIN (Media Industry Newsletter)

2005 Best Entertainment Web Site, by OMMA (Online media, Marketing and Advertising)

1999 SPD Merit Award for the design of "A Giant Leap for Mankind" web site for Time Digital

EDUCATION School of Visual Arts, New York, 1990-1993  
Courses in graphic design, desktop applications, printmaking and photography

Military Institute of Engineering, Rio de Janeiro, 1997-1981  
BS Civil Engineering