



About

Hello. I'm a creative director from New York who believes in the power of design. I am convinced that thoughtful implementation of ideas can change the world.

That, and pizza.

Education

Pratt Institute

Bachelor of Fine Arts (B.F.A.)
Communication Arts, Cum Laude

Fiorello H. LaGuardia School of Arts HS

Saint-Gaudens Medal for Drawing

Work Experience

• Sep 2014 – Present

Senior Creative Director, NYC Health + Hospitals

Design and visual direction of brand communications for nation's largest municipal health care system.

- Conceived and implemented corporate re-brand, encompassing 35,000 employees, 11 acute care hospitals, 80 ambulatory centers and clinics, and 6 nursing and rehabilitation facilities.
- Design, branding, and launch of internal communications digital hub, *The Insider*. Media components include online intranet magazine, facility screens, desktop screensavers, social media, and email.
- Design and branding of facility interiors for 'Gotham Health,' NYC Health + Hospitals' ambulatory peripheral.
- Directs staff of designers, photographers, illustrators.

• Sep 1997 – Present

Owner/President, DweckDesign

Established design company, with focus on brand and marketing communications.

- Knowledgeable and skilled in digital and traditional print mediums. Projects include annual reports, web sites, brochures, posters, advertising, event campaigns, animation, social media campaigns, email communications.
- Recruited national design talent and successfully built award-winning teams, including photographers and copy writers.
- Clients of note include Con Edison of New York, *The Wall Street Journal*, AT&T, Dow Jones, *The Economist*, City Harvest, The National Book Foundation, The Association for a Better New York, and The Grand Central Partnership.

• Sep 1992 – Sep 1997

Art Director, Con Edison

Responsible for external marketing and internal corporate communications. Managed staff of 8, external design consultants, production, project tracking, and budgets.

• Sep 1990 – May 1995

Adjunct Professor, School of Visual Arts

Graphic design instruction for undergraduate students. Courses included advanced studies in print publishing.

• Sep 1990 – May 1993

Adjunct Professor, Pratt Institute

Computer design instruction for undergraduate and continuing education students.