



**Mariqua Design, Inc. President** San Mateo CA, March 2004 to Present

My role centers around establishing design and marketing strategies, spearheading conceptual development, and managing and directing design projects within the realms of consumer electronic, technology, fashion and retail, publishing, financial, legal, the life sciences and healthcare sectors. Working very closely with designers, product and brand managers, technology partners, architects and fabricators in a collaborative environment, my expertise was integral in helping make the Intel *Centrino* brand launch one of the company's most measurably successful. I was tasked with the conceptual development and creative management of the international environmental and print campaign. The architectural environments were launched globally in airports with a multinational, multilingual client base that required extensive details on construction design, signage, and POP collateral. Other assignments range from design strategy for Genentech and Intel, book designs for TenSpeed Press and Chronicle Books, print advertising for American Express, *Departures* Magazine and the Society of Actuaries, Web sites for UCSF, Yahoo!, Five Across, Devicescape, Skyfire Labs, and *Computerworld* magazine online, as well as corporate identity for Seagate, Linux magazine, *The Journal of Life Sciences* magazine, Rosetta Stone, and UCSF among many others.

**Acumen Journal Art Director / Vice President, Creative** San Francisco CA, February 2003 to March 2004

Acumen, an award winning consumer publication launched in early 2003 by the former Editor-In-Chief of *Red Herring* magazine, analyzed developments and discoveries in the life sciences and health care, and explained their commercial, economic, and policy implications. I spearheaded the creative development of the publication and its ancillary marketing materials that were designed with former colleague Roger Black. In a year's time, I had successfully launched and built a graphically challenging and design-driven publication with a handful of freelancers; established and managed the art, photography, design and production budgets; and brought the minimal team up to a monthly production cycle in a six month timeframe, all with an eye on building a strong visual newsstand presence, as well as creating a memorable brand. Some of the nascent successes had been art directing an impactful 'day-in-the-life' photo essay at Medical City Hospital in Baghdad shortly following the U.S.-led invasion of Iraq that provided the new publication much needed publicity by appearing on *CNN* and *Good Morning America*, successfully producing two special issues back-to-back shortly after launching, as well as directing hyperrealistic cover and interior illustrations for a special biowarfare issue with animators from the films *The Matrix* and *Minority Report*.

**EuroRSCG/Havas Vice President, Design** San Francisco CA, August 2000 to September 2001

**Arnold Worldwide Communications/Circle Creative Director** November 1999 to August 2000

**Interactive Bureau Creative Director** April 1998 to November 1999

I directed the overall creative vision of the company's west coast presence by emphasizing a strategic and customer-centered approach to design. As Vice President of Design, I led the conceptual development and managed teams of design and usability experts in the creation of interactive and print campaigns for such clients as Chandon Estates, Moët Hennesey Louis Vuitton, The San Francisco Examiner, Applied Biosystems, AOL/Time Warner, Oracle, Microsoft, and IBM. These assignments often included authorship of explicit creative briefs and style guidelines for both on- and offline media; direction for re-expressing digital concepts and designs across print and television; as well as management of the relationship with the projects' related partners and vendors. I also led the strategy, design, and extension of the company's corporate communications. Not only retained, but entrusted with greater responsibility throughout organizational restructuring that consisted of two major layoffs, I earned a reputation for dedication, flexibility, and willingness to accept and meet ongoing creative, staffing, and organizational challenges. In addition, I took a highly proactive approach in helping to achieve merger success by providing an open communication forum for design, account management, engineering, and production staff.

I built a team of usability experts and ported new strategies and disciplines to Interactive Bureau, and ultimately EuroRSCG/Circle from my previous interactive experience with clients McDonald's, Hewlett Packard, United Airlines, and Ameritech. These eventually flourished into processes that were the strategic mainstay of the company's Design group that withstood competing methodologies as they proved to provide the company with a viable untapped service offering and one of its more profitable revenue streams.

**ASSOCIATIONS**

Art Directors Club  
Association Typographique Internationale  
American Institute of Graphic Arts  
Society for Publication Designers  
Type Directors Club

**EDUCATION**

Columbia College, Chicago IL  
Bachelor of Arts: Art & Design,  
Minor in Film  
The School of the Art Institute  
Chicago, Film and Video  
University of California, Berkeley  
Extension, Film Studies

**RECOGNITION**

Inclusion in 2009 *LogoLounge*  
*Master Library*  
Inclusion in *LogoLounge 3: 2,000*  
*Identities by Leading Designers*  
AIGA 365 Design Award  
Harmonic Identity System  
Essay contributor to  
*Education of an eDesigner*  
[Allworth Press]  
Publication of *Urban Sounds*  
in *music.com*  
[Duncan Baird Books]  
*WebAward* Hewlett Packard  
*Network City* Web site  
*WebAward* Broadvision Annual  
Report Online  
Dow Jones Select Site  
Broadvision Web site  
American Graphic Design Award  
Floating Code Web site  
ITVA Gold Philo Award  
Public Service/Public Relations  
Ronald McDonald Childrens'  
Foundation