

Jeannie Metz-Fratoni - Creative Director

Jeannie has always been passionate about art. Today, she still begins every project sketching in her pad (or on the proverbial napkin.) Only when she has a strong concept does she move to her computer. She combines an innate aesthetic sense with compelling strategic insight. And with half of her career spent in traditional media and the other in the online realm, Jeannie has the diverse experience to lead a talented team of art directors, flash designers and writers in creating memorable, eye-catching concepts that succeed for clients.

Before co-founding Red Door, Jeannie was the founding creative lead for iGroup, the interactive arm of McQuerter, working with such high-tech clients as NeoPoint, iPass, Excelsus, Websense and Tecore. Prior to that, she honed her skills at McCann Healthcare Worldwide, responsible for such clients as Agouron Pharmaceuticals, Amgen, Baxter, Chiron Therapeutics, Intermune, Genetech BioOncology and Roche.

Jeannie holds a Bachelor of Fine Arts degree cum laude in Visual Communications specializing in advertising design from Kean University in New Jersey.