



TAKEAWAY



I like to tell stories and solve creative challenges through design. With over 12 years of experience, I find that I thrive when it comes to designing for digital spaces (emails, web, social media, video), working through strategy, and measuring results.

TOOLS AND TECHNOLOGY

DESIGN

- Adobe: Photoshop, Illustrator, InDesign, After Effects, Premier
- Powerpoint/Keynote

DEVELOPMENT

- Adobe XD
- HTML/CSS
- Invision
- Litmus
- Sketch
- Invision
- UXPin
- Webflow

DELIVERY

- Campaign Monitor
- Mailchimp
- Salesforce Marketing Cloud

CMS

- Adobe Experience Manager
- Hubspot
- Shopify
- Wordpress

EDUCATION

BFA - Graphic Design, Cum Laude
Austin Peay State University,
2000 - 2004

CREATIVE JOURNEY

SENIOR GRAPHIC DESIGNER

EY | January 2018 – Current

- As part of the business development Big Deals innovation team, I develop print and digital materials which, to date, have helped generate over \$30M in revenue.
- Project manager responsibilities include assembling teams based on skills needed, providing cost estimates, developing timelines, and maintaining design consistency.
- Provide consults around art direction, graphic design and UX strategy.

SENIOR DIGITAL ART DIRECTOR

MERGE Chicago | April 2016 – January 2018

- Enhanced digital offerings at the agencies by providing competencies in areas such as user experience, wireframing, style guides and social media marketing.
- Team lead, and also, mentored junior designers and developers by providing critique and solutions to design challenges.
- Led client presentations to establish buy-in, as well as, for follow-ups on project status and final deliverable presentation.

SENIOR ART DIRECTOR, INTERACTIVE + PRINT

Jacobs & Clevenger | March 2011 – April 2016

- Art direction and graphic design of elements for award winning multichannel campaigns.
- UX and UI lead for online banking platform used by over 3600 financial institutions.
- Lead product designer for digital marketing materials customization tool.
- Managed email marketing teams on design, strategy and HTML production.
- Video storyboarding, production and motion graphics.
- Front-end development and responsive design for emails and landing pages.
- Led client presentations for product buy-in.

ART DIRECTOR

Center on Halsted | November 2008 – March 2011

- Developed agency branding and style guides for print and web design.
- Redesigned website and developed new user experience.
- Supervision of outside marketing resources and volunteers.
- Developed a cost effective monthly direct response newsletter for top tier donors.
- Managed email marketing communications through Constant Contact and Mailchimp.
- Established a social media presence and created social media guidelines for agency.

ASSOCIATE INTERACTIVE AD PRODUCER

Chicago Tribune | September 2007 – November 2008

- Conceptualization and design of animated and rich media banner ads.
- HTML coding of W3C compliant emails.
- Collaborated directly with account reps and presented ideas to clients.

GRAPHIC DESIGNER

Nomadic Consulting | March 2006 – April 2007

- Development of branding and style guides for 4 internal companies.
- Conceptualization and design for print marketing materials and email campaigns.
- Front-end development for agency website.