

## Profile

My experience as a visual artist spans 18 years and includes experience in a wide-range of accounts from architecture, agency, product, retail to fashion, technology, transportation and sports. I am a strategic, divergent thinker inspired by design thinking, innovation, user experience and technology. Storytelling, branding and customer-centric strategic creative solutions are at the forefront of my design ethos.

## Relevant Experience

### **Art Director, Fierce Inc.,** Seattle, WA 2015 – Current

- Duties include; Design management and development for a team of 35 multifaceted industry leaders, innovators and game-changers. Art direction, advertising, brand management, design management, website management, social media management, conceptual design, campaign development, photography and lead design of all company advertising and marketing materials internally/externally for trade show, print, social and web.
- Managed team of off-site/on-site freelance visual designers, copywriters, videographers, developers and photographers.

### **Design Consultant,** Los Angeles/San Francisco, CA / Portland, OR, Seattle, WA 2003 – Current

- Duties include; Various contracts as a graphic web/designer, marketing manager, presentation designer, design/project manager and illustrator in a range of industries. Including; start-ups, ad and web/interactive development agencies, entertainment and consumer products for short/long term projects.
- Created and managed small boutique design consultancy that specialized in industries such as; Interior design, non-profit, architecture, product, retail, fashion, music, technology, transportation, sports, IT, startups, entertainment, food, medical and fitness. Clients included Sony, Ford, Kontera, Method, Climos, RR records, Cadillac and Tether Design Inc.
- Managed team of off-site/on-site freelance visual designers, copywriters, photographers, accountants and developers.

### **Senior Visual Designer, BDA Merchandise Agency,** Seattle, WA 2013 – 2015

- Duties include; Corporate branding, executive keynote and global presentation design, lead design for new business department, studio design for fortune 500 accounts, develop and implementation of global marketing design projects.
- Highlights; Designed and developed a digital interactive platform for global pitch teams. Concepted, pitched and managed corporate brand clean up and update/creation of company-wide marketing, design and advertising on global scale.

### **Art Director/Marketing Manager, Dilusso Homes,** Portland, OR 2012 – 2013

- Duties include; Design and ground-up development of company brand, marketing management, brand management. Art direction of all marketing, advertising, social, web, print, radio, tv and campaigns.
- Managed team of off-site/on-site freelance copywriters, videographers, developers and photographers.
- Highlights; Marketing activities resulted in an asset increase of 1.5M/month. Developed company cloud based communications system to increase productivity and communication by 60%.

### **Graphic Designer, DWA Trade-show,** Portland, OR 2009 – 2010

- Duties include; Management of printing department, graphic design, sign production, large format printing, trade-show presentation design, vinyl lettering, press repair and maintenance.
- Highlights; Concepted and pitched company growth strategy which included creation of marketing department, graphic design services and development of social media channels to increase revenue by +10%

### **Art Director, Avila Design Architecture,** Berkeley, CA 2007 – 2009

- Duties include; Management of creative department, large format presentation development, architectural illustration, art direction of 3D projects, marketing management, website management, internal/external communications, hiring and managing interns and creative staff members.
- Highlights; Concepted and managed company wide re-branding and creative service offerings.

### **Senior Visual Designer, KTG Architectural Design and Planning Firm,** Santa Monica, CA 2005 – 2007

- Duties include; Management of creative department, brand management, marketing management, trade-show graphics, environmental design management, photography, presentation design management, prototype development and architectural illustration on international accounts ranging from \$2-30M.
- Managed team of visual designers, illustrators and photographers.
- Highlights; Co-created a 30 person company wide graphic design committee and environmental graphic design studio. Hired on as an assistant to the designer and within 8 months promoted to manager of creative department for the companies new Los Angeles retail design studio.

## Education

**AA Graphic Design,** Art Institutes International Minnesota, Minneapolis, MN

**BA Design Management,** Art Institutes Portland/Seattle, 2010 - 2013 Completed 135 credits **GPA 3.8**

## Skills

- Account management
- Advanced image manipulation, masking, color correction & restoration
- Advanced photography/post editing
- Advanced print management, preflight, color profiling, press checks, icc profiling, monitor calibration
- Ability to manage multiple projects
- Brand management from all consumer touch-points
- Coordinate custom solutions with fabricator and installers
- Design thinking strategist
- Entrepreneur mindset
- Effective in meeting deadlines/ budgets while remaining flexible with changing needs/demand
- Employee/Intern management
- Expert in Photoshop and InDesign
- Managing/developing projects from conception to completion
- Marketing campaign development/ management; print, social, web
- New technology/music geek
- Proficient using Adobe CC 2018, PowerPoint, Keynote, MS Office
- Project management of small to large projects, gnatt/work back charts
- Strong conceptual creative skills
- Strong verbal, organizational, and interpersonal skills
- Strategical planner and thinker
- Strong background in social and digital campaigns
- Thrive in a fast-paced environment
- Windows, Mac, Chrome platforms
- WordPress, HTML, web development/ FTP server/control admin

Please enquire for examples of projects where skill-set was utilized.