

Profile

My experience as a visual artist spans over a decade and includes experience in a wide-range of accounts from architecture, agency, branding, product, retail, 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

Senior Visual Designer, *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. Lead design and development for execute and keynote presentations.
- Managed team of off-site/on-site freelance visual designers, copywriters, videographer, developers and photographers.

Design Consultant, Los Angeles / San Francisco, CA / Portland, OR, Seattle, WA. Ongoing since 2003

- Duties include; Various contracts as a graphic web/designer, marketing manager, presentation designer, project manager and brand development 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; Branding, 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.

Marketing Designer, *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, videographer, 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, *KTGY 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, OR. 2010 - 2013 Completed 135 credits **GPA 3.8**

Skills

- 12 years' experience visual identity systems, environmental signage, printed and digital collateral creation
- 10 years' experience print management, preflight, color profiling, press checks, ICC profiling
- Account management
- Advanced image manipulation, masking, color correction & restoration
- Advanced photography/post editing
- Ability to manage multiple projects
- Brand management from all consumer touch-points
- Budget / time schedule management
- Design thinking strategist
- Digital asset library creation
- Creative brief development
- Entrepreneur mind-set
- Effective in meeting deadlines/ budgets while remaining flexible with changing needs/demand
- Employee/Intern management
- Managing/developing projects from conception to completion
- Marketing campaign development / management; print, social, web
- Proficient using Adobe Creative Suite, 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
- Strategic planner and thinker
- Thrive in a fast-paced environment
- Vendor relation and cost management
- Windows, Mac, Chrome platforms
- WordPress, HTML, web development/ FTP server/control admin