

PROFILE

Forward thinking Art Director cultivating engaging design solutions. Demonstrated expertise, leveraging 9+ years of experience managing complex projects and design processes from conception to delivery. Collaborative leader, overseeing creative teams and mentoring junior designers. Committed to collaborating with diverse stakeholders and multidisciplinary teams to deliver on client goals. Highly skilled expert in Adobe Creative Suite Applications, video production, and animation.

Education

BFA - Graphic Design, Colorado State University

Key Skills

- Branding
- Illustration
- Typesetting
- Google Suite
- Adobe Creative Suite
- UI design
- Figma & Sketch
- Microsoft Office
- On-site photography
- Social media marketing
- Print Layout, pre-press & production
- Motion graphics & video editing

CAREER PROGRESSION

WhoWhatWhy

Art Director
(May 2020 to Present)

Managing a team of designers, I oversee all design elements, from the conception to final delivery including deciding which design elements to use; I spearhead the new visual design for company rebrand, video, social media assets, email, and web redesign.

- Actively building and directing new video stylings for the brand including lower thirds, titles, and transitions.
- Responsible for a +50% increase in engagement across Instagram, LinkedIn, Facebook, and Twitter through new image direction.

Uncommon Giving

Art Director & Illustrator
(May 2020 to Present)

Liaised with the head of the social media department, brainstorming, developing, and executing weekly and monthly concepts for social media for an online giving philanthropy. Established a template library to facilitate efficiency, designing new iconography, textures, and styling to keep images fresh while keeping in line with the brand tone.

- Refined and designed icons for internal corporate use, amplifying social asset impact and web-related materials.
- Generated a +500% increase in social impressions on developed images.

Fastly

Art Director & Illustrator
(July 2020 to October 2020)

Conducted in-depth research on the Fastly brand, developing innovative ideas with internal team members. Oversaw the entire project life cycles, from conceptualization to production. Created an awareness campaign in partnership with Pandora, developing micro-site design, illustrations, display ads, and social assets to demonstrate Fastly's capabilities to the developer community.

- Drove 1.3K+ visitors within days of the launch without any pre-promotion.
- Constructed all campaign materials including illustrations of profiled developers, social assets, utilized Instapage and Sketch to build web pages, as well as animated gifs for the microsite and display ads.
- Generated initial campaign idea and walked Creative Director through the idea for buy-in.

Ureeka

Art Director & Illustrator
(May 2020 to July 2020)

Demonstrated the vital role of the creative department in driving organizational success. Established storyboard animation look and feel, creating titles, transitions, and lower thirds for new video series.

- Liaised with marketing teams, defining their business objectives and building social media templates to boost engagement +60% and grow overall membership +30%.

90octane

Senior Interactive Designer
(July 2018 to April 2020)

Using my strong eye for aesthetics and visual details, I ensured a quality final product for all client accounts. Collaborating across the organization to drive up standards of digital creativity. Created high impact print pieces for clients, including direct mail, luxury brochures, and trend reports.

- Sketched, designed, prototyped, and produced a high-end 26-page brochure for Querencia, a luxury real estate company in Mexico.
- Developed an awareness campaign for Paladina Health members, illustrating a brochure and social assets and designing the user interface for emails and the micro-site.
- Conceptualized and illustrated social assets, display ads, and the web page user interface of an online giving platform benefiting Children's Miracle Network Hospitals, generating a click-through rate of 15%.

ALPS, a DST Company

Production Designer &
Web Team Member
(Jan. 2015 - July 2018)

Coordinated with performance, tax, and marketing teams to create monthly, quarterly, and annual print pieces released to stakeholders. Implemented creative process policies for sales teams, developing responsive email blasts for dedicated mailing lists.

- Presided over print and web projects, expediting processes and producing 800+ projects during tenure.
- Lead designer for peers to discuss design direction including logo creation, typesetting, pre-press, and sales materials and instructed the sales teams of creative processes to meet various goals of regulatory deadlines, procedures, and compliance processes.
- Generated email blasts through the adjustment of HTML and CSS as necessary and utilized Litmus and Vertical Response to test responsive components and layout before finalizing and sending to dedicated mailing lists.