

Expert Designer & Team Leader | 25 Years in Creative Direction | Budget-Conscious & Deadline-Driven

PROFESSIONAL SUMMARY

- 25 years of experience in graphic design, art direction, project management, and creative leadership.
- Deep understanding of visual communication, branding, and strategic design.
- Excels at collaborating with teams and working directly with clients to develop impactful, high-quality creative solutions.
- Specializes in print and digital media, brand development, and project management.
- Adept in seamless execution from concept to completion.
- Thrives in dynamic environments where creativity and strategy drive results.

CAREER PROGRESSION

MARKETING FOR CHANGE - January 2010 - February 2025 | TALLAHASSEE, FL/ALEXANDRIA, VA/ORLANDO, FL

Promoted from Senior Designer to Art Director and then to Associate Creative Director based on:

- Develop and communicate innovative ideas that align with brand goals and project objectives, showcasing a strong creative vision.
- Proficiency in overseeing multiple projects, managing timelines, budgets, staff, freelancers and resources effectively
- Strong skills in understanding client needs, presenting ideas, and ensuring client satisfaction
- Experienced in leading, inspiring, and mentoring creative teams to achieve high-quality results
- Ability to align creative efforts with business goals and market trends ensuring precision and quality in all creative outputs
- Skilled in creative problem solving and adaptability when faced with unexpected challenges or obstacles.

EDUCATION

Florida State University: Bachelor of Arts, Studio Art/Graphic Design

TECHNICAL

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|------------------------|-------------|--------------------|
| • Adobe Creative Suite | • Canva | • Google Workspace |
| • Figma | • Creatopy | • HTML/CSS |
| • Sketch | • Wordpress | • Asana |
| • Microsoft Suite | • WebFlow | |

AREAS OF EXPERTISE

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|---------------------------|-------------------------|---|
| • Ads (print and digital) | • Infographics | • Templates (Google Slides/PowerPoint/InDesign/Canva) |
| • Annual reports | • Newsletters | • Presentations |
| • Banners | • Out of home | • Print production |
| • Branding / Brand guides | • Packaging | • UI design |
| • Brochures | • Publishing | • Web design |
| • Direct mail | • Publication layout | • Wordpress and Webflow development |
| • Email design | • Social media graphics | • 508 compliant documents |
| • Event materials | • Stickers | |
| • Invitations | • Trades show signage | |
| • Illustrations | | |