

EXPERTISE

Creative & Art Direction
Brand Identity Design
Brand Strategy &
Development
Web Design
Print Collateral
Design & Interface
WordPress
Responsive Web Design
Concept Development
User Experience
Social & Digital Platforms

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Axure RP
Sketch
Framer
Invision
WordPress

AWARDS

ADWHEEL
SWANA
2 TELLYS
5 Communicator Awards

EDUCATION

The School of
Communication Arts,
Raleigh, NC
BA, Advertising / Graphic
Design

Central Piedmont
College, Charlotte, NC
Commercial Arts and
Advertising

CONSULTANT - FREELANCE

Barber Martin Agency
Haley Aldrich
CapTech

PROFILE

Award-winning Art director, designer and creative with 20 years of successful experience in marketing/advertising and web design. I am a Committed professional, communicator, thinker, artist, designer, and a team player. I look forward to meeting all you creatives out there and expanding my horizons in this wonderful industry in which I toil and adore.

PROFESSIONAL EXPERIENCE

LOCAL FRESH, Portland, OR – Dec 2013 – Present

SENIOR ART DIRECTOR

Responsible for Brand Strategy & Development, art direction and strategic direction for a multitude of clients. Creative lead on all client campaigns including direct mail, print advertising, collateral materials, digital advertising and website creation.

GENWORTH, Richmond, VA – July 2014 – May 2015

UI DESIGNER/WEB DESIGNER - Contractor

Contracted to refresh and develop new user interface design within the Genworth online properties including both consumer facing sites and Pro sites.

CAPITAL ONE, Richmond, VA – Jan 2013 – Oct 2013

SENIOR ART DIRECTOR - Contractor

Contracted for the strategic and conceptual development of both print and digital rewards-based communications as well as design and development of new rewards website interfaces with emphasis on awareness, customer acquisition, and retention.

DOLPHIN MEDIA, Charlotte, NC – Sept 2011 – Dec 2012

SENIOR ART DIRECTOR

Lead Creative strategic brand and advertising campaigns involving web, print and social media.

THE KING AGENCY, Richmond, VA – Aug 2010 – Aug 2011

SENIOR ART DIRECTOR

Art Director on broadcast, print, digital and integrated projects for Arby's, SunTrust Bank, McGeorge Toyota, Mercedes-Benz of Richmond and Cypress Healthcare.

INDIEVISION, Charlotte, NC - Oct 2003 – May 2010

SENIOR ART DIRECTOR

Created and drove implementation of strategic brand and advertising campaigns involving web, print, and other media for Lowes, Charlotte Area Transit, General Electric, Joe Gibbs Racing and Roosters Wood Fired Grill.