

**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  
PowerPoint  
Axure RP  
Sketch  
Framer  
Invision  
WordPress

**AWARDS**

ADWHEEL  
SWANA  
2 TELLYS  
5 Communicator Awards

**EDUCATION**

Living Arts College  
Raleigh, NC  
BA, Advertising / Graphic  
Design

Central Piedmont College  
Charlotte, NC  
Commercial Arts and  
Advertising

**CONSULTANT - FREELANCE**

Barber Martin Agency  
Haley Aldrich  
CapTech  
MePush - Summit Design

**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.

**PROFESSIONAL EXPERIENCE**

**LOCAL FRESH**, Portland, OR – Dec 2013 – Present

**SENIOR ART DIRECTOR - Remote**

Responsible for brand strategy & development, art direction and strategic direction for a multitude of clients including West Salem Machinery, Gerlinger Carrier, Columbia Industries and Laguna. 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. Responsible for the design and layout of PowerPoint presentations.

**CAPITAL ONE**, Richmond, VA – March 2013 – Nov 2013

**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 interface with emphasis on awareness, customer acquisition, and retention.

**DOLPHIN MEDIA GROUP**, Charlotte, NC - Oct 2011 – March 2013

**SENIOR ART DIRECTOR**

Lead creative on 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.