

2017–Present

UX DESIGNER | GoDaddy

- create customer-obsessed, multi-faceted email campaigns that excite, educate and inform along the customer journey with GoDaddy
- own email campaign design from concept to code in fast-paced, cross-functional team environment
- collaborate closely with copywriters, marketers, analytics, data engineers, operation technologists, developers and designers daily
- optimize, test and troubleshoot designs for various email clients while complying with industry standards and email best-practice
- implement tests, interpret data and iterate to improve customer experience while improving key performance metrics
- lead process improvements with internal and external partners

2010–2017

SENIOR GRAPHIC DESIGNER | Transamerica

- develop and implement customer-focused creative solutions in the form of promotional materials, emails, direct marketing, videos, e-learning modules, presentation graphics and multi-piece campaigns
- manage variable-data print production using the Xerox XMPie platform and programming language while maintaining online storefront
- main point person and trainer for XMPie system, creating production processes and thorough training documentation
- utilize technical and analytical skills in complex problem solving
- mentor design team, establish innovative processes and standards and maintain technological department resources

2008–2010

ART DIRECTOR | Premier Media Holdings

- directed design and production of *Premier Guitar* and *Guitar Edge* magazines while designing working spreads and marketing media
- managed art department and staff and art directed off-site photo shoots
- responsible for advertisement artwork procurement and placement
- maintained print vendor relationships and demanding print schedule

2006–2008

PUBLICATION DESIGNER | Iowa State University Museums

- designed and managed production of coffee-table style biographies

EDUCATION

Iowa State University
BFA Graphic Design
Concentration:
Marketing & advertising

Ledet Training

Adobe Premiere
Adobe After Effects

CAPABILITIES

Email
Print
Web
Publication
Animation
Video
Photography
Identity & branding
Copywriting & editing
Project management

SOFTWARE

Mac & Windows OS
Adobe Creative Cloud
Sketch
HTML/CSS
Exact Target
Marketo
UnBounce
XMPie PersonalEffects Print Pro
Microsoft Office Suite

LEADERSHIP EXPERIENCE

2005–2008

ART DIRECTOR

UHURU Magazine
Iowa State University

- managed graphic designers and print vendor relationship
- oversaw printing process, schedule and budget
- designed layout of magazine and individual spreads

positions held: art director, assistant art director, graphic designer and photographer

2005–2008

PRESIDENT

American Institute of Graphic Arts
Iowa State University Chapter

- led and structured meetings
- organized events, field trips and special committees
- mentored younger students

positions held: president, executive board member and peer mentor

2006–2008

CHAIR

Explore Graphic Design and Studio Arts | College of Design Career Days
Iowa State University

- coordinated college-wide event
- organized committees and teams
- recruited employers and attendees
- designed collateral materials

ACCOLADES & EXHIBITIONS

2010–2015

Addy Awards
American Advertising Association
numerous awards including best of category

2007

Fifth Annual
Art Directors Association of Iowa
student exhibition

29th Art & Design Student Annual
ISU Department of Art and Design
two juried entries

Michelle Pinkston Leadership in Graphic Design Award
scholarship

College of Design Career Days Leadership Award
scholarship

Fourth Annual
Art Directors Association of Iowa
student exhibition
best of category, two juried entries

Art Directors Association of Iowa
scholarship nominee

2006

Flyover Country Exhibition
Graphic Design Student Association
student exhibition
judge's choice, two juried entries

28th Art & Design Student Annual Exhibition
ISU Department of Art and Design
honorable mention

Society of Professional Journalism
UHURU Magazine
mark of excellence

2005

ISU Integrated Marketing Campaign Conference
top overall agency | top creative team

Alpha Lambda Delta Honor Society
Phi Eta Sigma Honor Society
inductee

