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SOFTWARE

ADVANCED/EXPERT LEVEL

ADOBE CC Creative Cloud
INDESIGN
ILLUSTRATOR
PHOTOSHOP

DESIGN EXPERTISE

- Design and layout of long form documents: annual reports, brochures, catalogs, programs
- Successful typography solutions
- Branding: develop effective design solutions within existing branding guidelines. Design development of colors, fonts, graphics, and other design elements for branding. Create branded materials and branding guidelines.
- Concept development and brainstorming via sketching, drawing, and digital comps process
- Visualize spatially and 3-dimensionally for concepting and design development

OTHER SOFTWARE (WORKING KNOWLEDGE)

- Photoshop basic animations (learning Animate)
- AE/After Effects (small text projects)
- Wordpress/template site basic upkeep
- HTML/CCS basic changes to styles
- Premiere pro video basics
- Dreamweaver basics
- Canva - small project exploration
- Keynote - basic and quickly adaptable
- Google docs/Google slides
- Adobe Illustrator 3-D perspective/Fab drawings
- SketchUp/Cad apps: dabbled/explored
- InDesign multi-media project integrated with Adobe iBook Author app

BUSINESS SOFTWARE & OPERATIONS

MSOffice: Powerpoint templates, MSWord formatting, Outlook, Teams Excel basics

CMS apps: SharePoint for project assets, file management, organization and naming
- Trello, Slack, Asana, and RedBooth plus use of corporate internal proprietary apps
- DropBox, WeTransfer, Google/Apple drives

LMS systems: BlackBoard, Brightspace, Canvas, Adobe Education Exchange

Adobe Acrobat 508 ADA Compliancy:

Writeable/interactive forms for passing 508 web accessibility standards experience

e-Commerce site management/asset prep:

Artnet, AskArt, RubyLane, Yelp, Etsy shops

PROFESSIONAL PROFILE

- 1 Multi-disciplinary and innovative designer highly skilled at problem solving visual communication deliverables for print, the digital space, and the built environment.
- 2 Years of creative industry experience with proven design work track record. Highly adaptable, versatile, flexible, and communicative team member and project collaborator.
- 3 No-job-too-small attitude. Can jump in and pivot as needed. Deadline driven. Self-starter and self-directed. Software savvy and self-motivated learner. Organized and process-oriented.

INDUSTRY EXPERIENCE

Extensive project experience across a broad range of industries; small scale to large scope projects- B2B/B2C. Experience working for agencies, corporate, design studios, or individual clients.

Architecture	Healthcare & Insurance	Medical services	Real Estate
Automotive	Hospitality & Luxury	Museum Signage	Retail & Restaurant
Banking & Finance	Interiors/commercial	Oceanography	Science
BioTech	Legal & Law services	Packaging/CPG	Software/Hardware
Gallery/Fine Art/Music	Marine/Yacht industry	Publishing	Tech industry

DIVERSE DESIGN EXPERIENCE

Strengths: Diversity of project experience in design problem solving, research, and developing deliverables. Cross channel: Print to social media to site to environments.

- Advertising design and production: Create print and digital branded campaigns or single run ads
- Built environment: Solve signage design projects, displays, details/fabrication specs and drawings
- Digital asset design, prep, and production for websites, email, presentations, digital uses
- Editorial design: Do layout and production, edits, proofing, advertorials
- Illustration: Digital vectors developed in various styles or hand drawn illustration and drawing
- Information graphics and data visualization: Develop concepts and design in vector graphics
- Marketing and sales collateral: Design and develop print and digital materials of all types
- Packaging/CPG: Concepting, design development, die-line layout, line extension production
- Photoshop image manipulation, compositing, collage, masking, color correcting, retouching
- Print production: Template layout, edits process, color checks, preflight to final files
- Social media: Design and develop ads, posts, banners, headers, promo's, e-blasts, event graphics

EDUCATION

Savannah College of Art and Design

Savannah, GA

Masters Degree
Graphic Design

Platt College of Digital Design

San Diego, CA

Diploma
Computer Graphics

Wayne State University

Detroit, MI

BFA
Graphic Design

Additional Undergrad:

Lawrence Tech Univ.
Interior architecture courses

Univ. of Michigan
Art/Architecture

PROFESSIONAL MEMBERSHIPS

- AIGA professional design organization
Aiga.org
- Freelancers union.org

PERSONAL DEVELOPMENT

TEFL CERTIFICATION

Teaching English as Foreign Language
120 hours Certificate
November 2019

LANGUAGE COURSES

Italian - Level 1, 2019
Dante Aligheri Society, Detroit, MI
Spanish - Levels 1 & 2, 2018-2019
International Institute, Detroit, MI

AWARDS | RECOGNITION

- SCAD Artistic Honors Portfolio Fellowship Grant
- Show Us Your Stuff Winner - Paper Direct, Inc.
- San Diego Creative Show - Team Gold Award

TEACHING - Adjunct Professor of Graphic Design

- Detroit School for Digital Technology, Detroit MI, 2019-2021 Online and Classroom
- Southern New Hampshire University, 2017 Online
- Flagler College, St. Augustine, 2009-2016 Classroom
- Platt College of Digital Design, San Diego, CA 1990s
- Ai Advertising Arts College, La Jolla, CA 1990s

PERSONAL DIGITAL CONTENT SITES

- Etsy e-Commerce shop with Instagram account
- 2 Instagram accounts: Illustration and artwork
- On-demand art printing via Etsy Shop (in progress)
- Blogs: eBlogger on design plus Paris photo site (in progress)

EXPERIENCE

ElevateServices.com - Phoenix, AZ based but global team | 1/2020 – 5/2022 (Contract remote)

Senior Graphic Designer/Art Director role was to help evolve new brand design and develop new materials and digital assets for marketing and sales corporate needs while firm was midstream in a re-branding initiative.

- Created all new branded collateral, sales materials, and digital assets incorporating new brand elements from guidelines plus design of new standards
- Developed company master Powerpoint template designing solutions for graphic use, text panels, colors, text standards, imagery, and info graphics
- Designed extensive vector information graphics and data visualization business concepts and processes for both website and PPT presentations
- Designed layout templates of annual reports, white papers, forms, many sales sheets, and various PPT proposals for internal or external presentations
- Digital design included internal products site layouts and design specs, email signature graphics, newsletter items, social media announcements, icon design, digital ads, various website graphics, newsletter items, video cover graphics, and many more evolving assets as they arose.
- Instrumental as team guidance on brand guidelines implementation, edit reviews and design revisions, design elements use and standards set up
- Remote communication, meetings, and project work with India team, US intern, and West Coast Manager via MS Teams, Outlook, and Sharepoint CMS file management for assets storage and retrieval and implementing new file naming and organization. Brief introduction to Asana app use.

EHS Partners.com - New York, NY | 2014 to present (Remote per project as they arise/occasional)

Design and produce corporate B2B branded marketing and sales materials: case studies, newsletters, web and graphics assets, LinkedIn posts, logo design, and information data visualization graphics for print or digital and presentations.

Retail Clients - St. Augustine/Gainesville, FL | 2014 to present (Remote projects, occasional)

Monthly print and digital advertising design for 1 to 5 regional publications (varying design layout for 25 different publications), and social media ads, web asset prep, web design consulting, price lists, flyers, brochures, storefront signage, fabric banners, logo design, product photography and styling, retouching and color correcting for: The Floating Lotus Spa, Lost Art Gallery, Sea Spirits Gallery & Gifts, and Thornebrooke Mall.

PREVIOUS WORK EXPERIENCE

Detroit School for Digital Technology - Detroit, MI | 2019 – 2021 On-site/online instruction in graphic design principles and Adobe software.

One10Marketing.com - Troy, MI | 2019 – 4/2020 Collateral design and production, digital asset prep and edits, web banner design, Powerpoint presentations, sales print materials for auto accounts Subaru, Toyota, Nissan, and event presentations for internal or external clients.

DickinsonWright.com - Detroit, MI | 10/2018 – 3/2019 (8 month fill-in position on-site)
Design of law firm collateral, marketing, print and digital advertising design for multiple national publications, digital assets, logos and icon design, Powerpoint presentations, and special brochure projects for firm and individual attorney initiatives. Use of Trello for project management.

Creative Circle® contract or client - Detroit, MI | 2017-2019

- Tilt Agency - Birmingham, MI (via CC) | Design and production on Meridian Healthcare marketing print and digital materials/on-site
- Skidmore Studio - Detroit, MI (via CC) | Packaging production on Inspired Organics food products/mostly remote via Slack app/5 months
- Colliers International - Southfield, MI (via CC) | Real estate Powerpoint presentations, site plans, floor plans, sales booklets, sales charts/on-site
- Fruchtmann Marketing - Toledo, OH (via CC) | Jewelry catalog page concept layouts for external client approval/remote
- Thornebrook Village Mall - Gainesville, FL | Brochure design, site plan illustration, logo design proposals, signage proposals/remote
- Italian Film Festival USA - Detroit, MI | Pro Bono work: National poster designs for the 2019 and 2020 free film festivals/remote

Flagler College - St. Augustine, FL | 2009 – 2016 Adjunct professor in graphic design - part-time while freelancing

Florida Blue Foundation and Medicare division | 2010 – 2011 Remote layout of 6 Medicare catalogs, event programs, brochures, catalogs

Florida Blue (Blue Cross Blue Shield) - Jacksonville, FL | 2008 – 2011 Senior graphic designer full-time - healthcare Insurance marketing materials

Tree of Life, Inc. (KeHE Distributors) - St. Augustine, FL | 2006 – 2008 Senior graphic designer full-time - food packaging design and marketing materials

GL Homes, Inc. - Ft. Lauderdale, FL | 2000 – 2003 in house 2006 – 2009 remote from St. Augustine, FL

Senior Graphic Designer-full-time for real estate developer. Created real estate sales materials, floorplan booklets, sales displays, and illustrated vector site plans. Remote design work on 2-3 community newsletters per month for over 3 years working with 2 remote editors/managers.

SIRS Mandarin, Inc. Software | 1998 – 2000

Designed software manuals, product packaging, newsletters, catalogs, brochures, pamphlets, and other software related print and packaging for nationally used corporate and library automation system software. Software: ProQuest, Mandarin M3, Oasis, and more.

ADDITIONAL PAST CLIENTS

JES Publishing-Boca Raton Magazine	Majority Strategies	CB Richard Ellis Boca Raton	Crains Detroit Business
Showboats International magazine	LBC Marketing/Cannon Advertising	Weiber/Harmon Nelson Design	Monthly Detroit Magazine
Curran & Connors Annual Reports	Bank Atlantic Headquarters	Scripps Institute of Technology	Metro Times Newspaper
Seta Corp/Palm Beach Jewelry	Bahama Vacations & Breezes resorts	Design Point Interior Design	Crain Communications