



PROFESSIONAL SUMMARY:

Creative Art Director well-versed in automotive campaigns and project oversight. Decisive in planning work and executing brand visions to achieve marketing, advertising and sales targets. Excels under pressure and adapts easily to changing conditions. Specializes in executing creative solutions while assisting prepress, digital and web production for the required deliverable.

SOFTWARE EXPERTISE:

Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat and Bridge

Presentation Software: PowerPoint and Keynote

Microsoft Suite: Word, Excel, Teams and Outlook

Working knowledge in Figma, WIX and social media development software

WORK EXPERIENCE:

Union AdWorks, Art Director/Designer | March 2013 - Present
Clarkston, MI

Design lead for the global Jeep® Brand on Domestic and Canadian accounts.

- Responsible for delivering design that elevates the Jeep Brand for overall look and feel across all products and user interface.
- Concept and deliver design execution for marketing campaigns, web/e-commerce and digital advertising, print signage, auto show environments, print and digital catalogs.

Commonwealth/McCann, Senior Designer/Production Artist | May 2011 - March 2013
Detroit, MI

- Held the position of Senior Designer/Production Artist, showcasing my ability to handle high-level design tasks for the Chevrolet brand.
- Consistently delivered high-quality work, demonstrating my commitment to excellence.
- Concept campaigns, develop visual design for print and web production, partnering with copywriting and content teams, and aligning creative execution with internal brand/performance marketing objectives.

Freelance Designer | May 2008 - May 2011

Waterford, MI

- Served as an Independent Freelance Designer for Stec Design, focusing on large format printing and installation at Chrysler dealerships throughout metro Detroit and surrounding areas.
- Demonstrated ability to work independently and stay on task.
- Contributed to increasing brand awareness and market share through creative designs.

Push Twentytwo, Graphic Designer/Production Artist | July 2007 - April 2009

Pontiac, MI

- Worked as a Graphic Designer/Production Artist for B2B print and web communications for several clients; Champion Homes, Dassault Systems, Faurecia, Genesis, Michigan First Credit Union, Peoples State Bank and Wolverine Advanced Materials.

BBDO Detroit, Graphic Designer/Production Artist | September 2000 - July 2007

Troy, MI

- Worked as a Graphic Designer/Production Artist for major automotive brands including Chrysler, Dodge, Jeep, Mercedes Benz, Mopar, and Chrysler Financial.
- Developed new strategies for design and digital production.

EDUCATION:

College for Creative Studies, Detroit, MI | 2004 - 2006

- Bachelor of Fine Arts in Advertising

Collins College, Tempe, AZ | 1997 - 1999

- Associate of Arts Degree in Visual Communication