

Lead/senior level creative with management, client and presentation experience, and extensive print and interactive skills. I have wide-ranging experience in everything from consumer goods and packaging, through corporate identity, brand management, rich media, and trade show environment design. I solve problems, and use my experience and broad skill base to find creative solutions.

EXPERIENCE

November 2017 to present

Creative Lead / Strategic Creative

ADP — Alpharetta, GA

- Responsible for developing advertising concepts, and building out the various tactics for those concepts.
- Creative lead on complete corporate rebranding, company styleguide, functional templates, advertising campaigns and trade show systems, packaging, and online efforts.
- User experience and design lead for websites, apps and other interactive web elements, including wireframes, architecture and design.
- Develop storyboards, rough cuts, and provide graphic direction for motion graphics and video projects (commercials, editorial, PR).
- Mentor junior designers and art directors, provide oversight and leadership for freelance designers and creative department.

1999 to present

Senior Art Director / Senior Designer

Freelance — Chicago, IL and Atlanta, GA

- Creative Lead for several organizations. Generated record-breaking booth sales, member attendance and revenues for a national conference. Developed magazine inserts, advertisements, media kits, direct mail, catalogs, newsletters, proposals, speech templates, PowerPoint presentations, information graphics, logos and websites.
- Lead designer at Fortune 50 Retailer for a series of in-house training magazines (4 monthly). Responsible for managing and coaching of junior designers, article layout traffic, press/proof approval, art direction, photography, and overall design direction.
- Reworked brand identities, including marketing plans, logos, and supporting collateral, for non-profits, festivals and associations.
- Production and pre-press keylines of advertising, packaging, in-store displays and direct marketing materials for a wide range of clients. Managed projects and clients, vendor coordination and budgets.

SKILLS

Concept development and presentation, team management, coaching/mentoring/instructing, creative direction, client relations, art direction, illustration, sound and video editing (including compression/delivery), web/interactive design UI/UX, photography, marketing strategy, electronic pre-press, production management and vendor relations, all relevant software

General Visual Arts (20+ years experience) painting (oil, acrylic, watercolor, ink), drawing, multi-media construction, sculpture (wood, plaster, clay), set design and construction, lighting

Photography (20+ years experience) multiple film and digital formats, color, b+w, landscape, architectural, studio, product, advertising, photo-illustration, portrait, experimental, digital retouching, production file preparation, and printing (darkroom and digital)

Film/Video (4+ years experience) aerial/drone based video and photography, DSLR video, steadicam, time-lapse, stop-action, video editing

Dec. 2014 to June 2016

Senior Art Director

HDMZ — Chicago, IL

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- User experience and design lead for websites, apps and other interactive web elements, including wireframes, architecture and design.
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Jun. 2007 to Jun. 2013

Senior Designer

Huron Consulting Group, Inc. — Chicago, IL

- Multi-market efforts; health care, financial, and legal marketing (b2b and b2c).
- Responsible for developing and coordinating production, in alignment with branding standards and identity, collateral and trade show initiatives including: annual reports, booth design, re-branding of sub-corporate entities, design and project management of intranet and external website properties, print and online advertising, email marketing.
- Developed kiosk displays and software frameworks, both freestanding and web-enabled, to allow for real-time data display and high-definition video display. Managed video production, editing, and final distribution both streaming online and on DVD.

Prior experiences included design lead positions at Vox Communications, and Young Audiences of Indianapolis.

EDUCATION:

Wabash College — Crawfordsville, IN

Bachelor of Arts

Major: English Literature, Minors: Visual Art, Eastern Religions

Fine Arts Fellowship — 4 year tuition scholarship

OTHER RELEVANT EXPERIENCE:

Streetlevel Photography — Chicago, IL

- Principal photographer and owner of a boutique architectural and product photo studio

Young Leaders Society / United Way of Metropolitan Chicago — Chicago, IL

- 2011 Vice-Chair of the Communications Committee
- 2012 Chair of the Communications Committee