

EXPERIENCE

Dec. 2014 to Current

Senior Art Director

HDMZ — Chicago, IL

- 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 tradeshow systems, packaging, and online efforts.
- User experience and design lead for websites, apps, and other interactive web elements. Including wireframes, architecture, design.
- Develop storyboards and rough cuts, and provide graphic direction for motion graphics and video projects (commercials, editorial, PR).
- Mentor junior designers and art directors, and provide oversight and leadership for freelance designers, and creative department.

Aug. 1999 to Dec. 2014

Art Director / Senior Designer

Freelance — Chicago, IL

- 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 Sears Corporate 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.

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, designing and project managing 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.

Jan. 2001 to May 2002

Graphic Designer

Vox, Inc. — Oak Park, IL

- Art direction and concept development for advertising, logo design, promotional materials, web design and corporate publications for a wide range of companies and not-for-profit organizations.
- Responsible for developing and refining graphics standards for client companies.
- Design and production of all client work, including managing production budgets, press checks, proofing, and outsourcing.

SKILLS

Project management, team management, coaching/mentoring/instructing, creative direction, client relations, art direction, illustration, sound and video editing (and compression/delivery), web/interactive design including CSS, CMS and other relevant code experience, photography, marketing strategy, electronic pre-press, production management and vendor relations, all relevant software

General Visual Arts (15+ years experience) painting (oil, acrylic, watercolor, ink), drawing, multi-media construction, sculpture (wood, plaster, clay), set design and construction, lighting

Photography (15+ years experience) multiple formats (large, medium, 35mm, digital), color, b+w, landscape, architectural, studio, product, advertising, photo-illustration, portrait, experimental, digital retouching, production file preparation, and printing (darkroom and digital)

Film/Video (3+ years experience) aerial/drone based video and photography, DSLR video, steadicam, time-lapse, stop-action

EDUCATION:

B.A. Wabash College — Crawfordsville, IN

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