

ABOUT

Creative leader with 20+ years of experience developing integrated marketing campaigns, brand strategies, websites, and visual communications for healthcare, nonprofit, architecture, engineering, tourism, and consumer brands. Experienced leading creative direction, collaborating with cross-functional teams, and delivering high-quality digital and print solutions from concept through execution.

EXPERIENCE

02.12 / present

Art Director

Markitecture, Remote

- Lead creative strategy, art direction, and production for a full-service marketing agency serving architecture, engineering, nonprofit, and association clients.
- Direct integrated marketing campaigns across websites, UX/UI, digital advertising, social media, email marketing, print collateral, event graphics, signage, trade show exhibits, and branded communications.
- Collaborate with clients, account managers, copywriters, and external web developers to deliver creative solutions from concept through launch.
- Provide art direction and creative guidance to junior team members while ensuring quality, consistency, and alignment with client objectives.
- Manage multiple concurrent projects, balancing priorities, deadlines, and client expectations.

06.09 / 02.12

Designer

Noot Group, Boise, ID

- Designed integrated marketing and branding materials for regional and national clients, including BOB Strollers, Sun Valley Resort, Franz Bakery, and Big Sky Brewing.
- Created websites, print advertising, digital campaigns, social media graphics, and marketing collateral.
- Collaborated with account managers, copywriters, and clients to develop creative solutions.
- Managed multiple client projects in a fast-paced agency environment from concept through final production.

01.08 / 05.09

Creative Director

Wasatch Journal Media, Salt Lake City, UT

- Directed the creative vision, design, and production of Wasatch Journal, a quarterly lifestyle publication.
- Designed editorial layouts, publication graphics, advertising, and branded marketing materials.
- Managed fast-paced publication production schedules.
- Designed and maintained the company website.
- Produced tourism and event publications for the Salt Lake Convention and Visitors Bureau.

06.06 / 12.07

Graphic Designer

Utah Geological Survey, Salt Lake City, UT

- Designed publications, maps, educational materials, exhibits, and promotional graphics.
- Collaborated with subject matter experts to translate technical information into clear visual communications.
- Produced outreach materials supporting statewide education and public information initiatives.
- Maintained accuracy, consistency, and compliance with agency branding and publication standards

07.04 / 05.06

Graphic Designer

The Onyx Group, Alexandria, VA

- Designed marketing collateral for clients across multiple industries.
- Collaborated with team to develop creative solutions supporting marketing objectives.
- Prepared print-ready artwork and coordinated production to ensure high-quality deliverables.

EDUCATION

Bachelor of Fine Arts

Communication Arts and Design

Virginia Commonwealth University, Richmond, VA

- Magna Cum Laude
- Honors Student / Dean's List
- Phi Eta Sigma National Honors Fraternity

SKILLS

- **Creative Leadership:** Art Direction, Creative Direction, Creative Strategy, Brand Management, Creative Project Management, Campaign Development, Team Leadership, Cross-Functional Collaboration, Vendor Management, Developer Collaboration
- **Design & Marketing:** Graphic Design, UX/UI Design, Mobile App Design, Brand Identity, Marketing Communications, Digital & Print Advertising, Social Media Campaigns, Email Marketing, Publication Design, Signage Design, Event & Trade Show Design, Environmental Graphics, Outdoor Advertising (OOH)
- **Digital:** WordPress, HTML/CSS, Figma, Adobe XD, Responsive Web Design, Accessibility Standards
- **Motion:** Adobe After Effects, Adobe Premiere Pro
- **Creative Tools:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator)