



EXPERIENCE

Global Thinking

June 2009 - May 2015

● *Senior Designer*
Hired on as Global Thinking's first designer, helping to grow the design team to over 10 employees during my 5 year tenure. Initially focused on developing the foundation of our company's design process from file naming and asset organization all the way to the client design approval process. Balanced multiple projects with responsibilities spanning the entire design spectrum:

- Brand development from sketching and storyboarding through to long-term stewardship and guidelines.
- Online digital marketing including responsive site design, a/b tested email campaigns, and online ad design.
- Internal marketing such as HR communications, employee guidelines, and presentation assets.
- Print design including conference themes, booth design, print ads, and direct mail marketing campaigns.

Eventually transitioned into a Lead Designer role, responsible for interviewing, hiring and mentoring new designers while continuing to lead design projects for major brands such as Audi & CARFAX.

Tifa Kerbal Creative

2008 - 2009

● *Principal*
Founded my own creative shop in order to work more closely with individual clients such as Alarm.com, and Always Connected Solutions, and eventually my most recent employer, Global Printing.

Pappas Group

2004 - 2008

● *Creative*
Dove into the professional design world straight out of college into one of the most fast-paced and exciting jobs I've ever had. Gained experience across multiple disciplines including concept development, campaign branding, site design, direct mail, and conference signage. Contributed to a wide range of nationally recognized brands such as Discovery, Toyota, and Blackboard.

EDUCATION

The Corcoran College of Art + Design

2001 - 2004

● *Bachelors of Fine Arts in Graphic Design*
Explored all aspects of fine art ultimately discovering my passion for design and visual communication. Mentored freshman during my sophomore and junior years providing guidance and direction.

SKILLS

Expert in Adobe Photoshop, Illustrator, and InDesign.

Begrudgingly fluent in MS Word, Powerpoint, and Excel.

I have all of your digital and hand-drawn needs covered.

REFERENCES

Jason Kowal
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