



STRENGTHS

Design with Purpose  
Systematic Design  
Process & Research

EXPERIENCE TYPES

Digital  
Print  
Branding  
Social Media

EDUCATION

Bachelor of Fine Arts:  
Graphic Design  
R.I.T.

PROFICIENCIES

Photoshop  
Illustrator  
InDesign  
Keynote  
Powerpoint  
HTML & CSS

DESIGN DIRECTOR  
R/GA: CHICAGO, IL

JUNE 2011 - PRESENT

Clients: The Beef Council, Corona Extra, Novartis, Capital One, Grey Goose, SC Johnson

- I create digital destinations and manage teams to create compelling stories, build communities, encourage on-going engagement, and execute beautifully— to create meaningful connections between brands and consumers.

ART DIRECTOR +  
DESIGNER  
YOUSWOOP.COM

2009 - 2011 [FREELANCE]

- Developed the brand identity for the Chicago-based company
- Lead the re-design of their site re-launch: designing over 40 web pages, including the homepage, welcome/intro pages, online business portals, internal pages, pricing modules, profile panels, marketing widgets, daily email designs, download certificates, and complete mobile designs

*Industry: Retail/E-Commerce*

ART DIRECTOR +  
DESIGNER  
SWEET SPOT MACARONS

MAY - OCTOBER 2011 [FREELANCE]

- Created a complete visual branding language for a local Chicago food truck
- Designs include identity, vehicle wrap design, business collateral (business cards, menu design), promotional materials (flyers, marketing/advertising posters, wearables (apron designs), and product packaging.

*Industry: Food/Service*

SENIOR DESIGNER  
ENERGY BBDO

JUNE 2006 - MAY 2011

Clients: Jim Beam, Illinois Lottery, The Art Institute, On The Border Mexican Restaurant, River North Dance

- Developed designs for advertising campaigns including print collateral, out-of-home, branding, presentation design, viral marketing, and digital interfaces (websites, micro-sites, banners)
- Drove, managed, & oversaw design projects from concept through production
- Lead and oversaw internal design team for New Business, creating designs for meeting materials (video slates, room boards, presentation mats & name plates, powerpoint templates)

MORE EXPERIENCE

**Love Your Little: Chicago, IL**

Developed a poster design series and social media design system to promote breastfeeding for mothers returning back to work.

**Antithesis Advertising: Rochester, NY**

Concepted and designed materials for various b2b companies.

**Tru-Way Metal Fab: Chicago, IL**

Re-designed the company's logo. The identity was recognized by Graphis Logo Design.

**New Wave Entertainment: Burbank, CA**

Worked in the Print Department, learning the in's and out's of Photoshop, the mount room, mechanicals, and photoshoots. Contributed to design meetings with sketches and concepts for entertainment print collateral.

**SA Partnerships Architects: San Antonio, TX**

Designed direct mailings along with internal design communications.