

EMPLOYMENT

Bloomberg Media | Senior Graphic Designer

2015—Current

Work with the Global Marketing Group to help develop creative solutions to support and drive business growth across Bloomberg's media platforms. Responsible for brand concept, design, presentation, execution, and production of all projects. Establish and execute brand packages and overall look and feel for advertising sales and marketing including—presentations, brochures, trade advertising campaigns, promotions, print and digital custom content and events.

Clients include: Mercedes-Benz, Bank of America, Century Link, Empire State Development, Rackspace, Bloomberg X

Patricia Spencer Design | Senior Designer

2013—2015

The Agency creative lead, with a focus on art direction and brand identity for clients in the restaurant and hospitality industries. Work includes design for logos, print collateral, packaging, signage, environmental graphics and websites. On a daily basis I interact with clients, programmers, vendors and photographers; manage project workflow, mentor a junior designer and maintain in-house marketing initiatives.

Projects include: 5 Napkin Burger, Pier A Harbor House, URBO, Pure Green Juice + Smoothies, Food Matters, The Marker Hotel, Bacchanal Restaurant, TAP 415, Butcher & the Farmer, Open Kitchen, Saratoga Juice Bar, Cuisine Studios, Sushi Star, H&H Bagels and Harvest & Grounds.

Trevelino/Keller | Senior Designer & Director of Social Media

2011—2013

Brand identity, graphics design and presentation design for clients and the agency. The Creative lead for designing print collateral, websites, infographics, e-newsletters, online marketing campaigns and presentations. Led a design team of three and managed all creative projects, working directly with clients to achieve their project goals. Art director for photo shoots and collaborated with web programmers to execute web projects. Publishing, monitoring and analyzing of all agency social media platforms and blog accounts. Create, monitor, and update reports on social media activities. Advise the social media team on ways to increase social media presence, generate creative content for social media platforms, execute the firm's social media strategy and achieve long-term marketing goals. Write blog posts for agency and coordinate blog schedule.

Silvera Design | Art Director & Designer

2009—2015

Worked with various companies to develop their brand identity and created materials to support their marketing objectives. Projects typically include designing or redesigning the company identity, website and print collateral. Front-end website design and source and collaborate with programmers to take the websites live. I also source photographers and provide direction for photoshoots, handle all sourcing of printers and other manufacturers, delivering the final product directly to clients. Create high-end digital and print presentation materials for meetings and conferences in Power Point and Keynote. Help clients write copy for marketing material or can source a copywriter to work with. Provide marketing support through the design of e-newsletters, web pages and social media campaigns. Shoot and edit videos of company projects for online use.

Clients include: Bchord Design, Trevelino/Keller, PIVOT Marketing, Clearlight PR, Ampersand Goods, Bill Voss Law Firm, Nellya Fencers, Rowdy Clothing & Shoes, C Claim Consulting, Guy Gunter Interiors, Pink Moss Clothing, PAR Church Builders, The Florida Public Transportation Association and IM4Transit.org.

Smallwood, Reynolds, Stewart, Stewart and Associates Inc. | Graphic Designer

2006—2009

Created print and interactive presentations for Architects and Interior Designers to present to clients. Rendered plans, elevations, 3D drawings and designed environmental signage and wall displays. Developed a plan rendering style for firm wide use. This style is used to update master plan renderings from old plans to use in marketing material. Also developed marketing material to promote the firm and attract new clients.

EDUCATION

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| Savannah College of Art & Design | BFA, Graphic Design | 2003—2006 |
| University of Southern California | Communications | 2001—2002 |

RECOGNITION

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| 46th Creativity Print & Packaging Design Awards, 2X Winner — Bloomberg X Design Week Invitation | 2016 |
| Communicator Awards — Savi Provisions Logo, T/K Salt Mailer, PGI Infographic, The Intersect Group Infographic and StoryMark App User Interface Design | 2013 |
| MarCom Gold Awards — Vio depiction and FootSmart blog | 2011 & 2012 |
| Print and Imaging Association of Georgia Award — SRSSA holiday card | 2009 |
| Wall Design competition winner and work published in, Loft Life Magazine | 2008 |

COMPUTER SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver, After Effects
Ceros; Microsoft Power Point, Word, Excel; Keynote; Wordpress; Basic HTML; UI; Squarespace