



EXPERIENCE

TRACYLOCKE

CHICAGO, IL

JUNE 2013-PRESENT

SENIOR ART DIRECTOR

Currently concepting and art directing shopper marketing tentpole activations and toolkits for the *Kellogg's* portfolio of brands in collaboration with other creatives, strategists, and account management. Manages and mentors lower-level art directors, designers, and freelancers on projects. Works closely with illustrators and photographers to achieve desired look and feel. Has experience with art direction on set of photo and film shoots.

Helped win the *Kellogg's* account for the company by designing and art directing one of the presented concepts.

Moved to Chicago to help start the office in 2015 after winning *SC Johnson* and on-boarded the account. Gained global shopper marketing experience working on brands such as *Ziploc*, *Glade*, *Raid*, etc.

Has experience working on brands such as *Pop-Tarts*, *Frosted Flakes*, *Ziploc*, *Glade*, *Raid*, *Pepsi*, *First Data*, and more.

TRACYLOCKE & HAYGARTH

WIMBELDON, UK

OCTOBER 2017-

NOVEMBER 2017

SENIOR ART DIRECTOR

Spent three weeks working in the UK TracyLocke office. Helped build relationships and communication between the US and UK office, while designing and art directing projects for clients such as *SC Johnson*, *Warner Brothers*, *Vodafone*, etc.

INDELIBLE

NEW YORK, NY

JUNE 2011-AUGUST 2011

JUNE 2012-AUGUST 2012

INTERN

Assisted designers and animators on projects for clients such as *Paul Mitchell*, and developed a storyboard for Cyndi Lauper's PSA *40 to None Project*. Supported designers on projects including lookbooks for *Sears* footwear and *Tommy Hilfiger's* iPhone applications. Served as a Production Assistant on photo and film shoots.

FREELANCE

LEDGER SHIELD

CHICAGO, IL

JANUARY 2018-

MARCH 2018

LEAD DESIGNER

Art Directed and designed the brand identity of the entrepreneurial service, *Ledger Shield*, a service that protects the privacy of Bitcoin transactions.

SCARF-IT

CHAPPAQUA, NY

MARCH 2013-

OCTOBER 2015

LEAD DESIGNER

Art Directed the re-brand of the entrepreneurial product *Scarf-It*. Designed and managed the website as well as other print materials. Created social media content to build and establish the growing brand.

AWARDS & SKILLS

2018 EFFIE AWARD

BRONZE, SINGLE-RETAILER PROGRAM: MASS MERCHANTS

Helped concept the *Glade Roadster* new product launch at *Walmart* activation. Designed the look and feel of the program.

PROFICIENT IN

Photoshop, Illustrator, InDesign

Illustration (Traditional and Digital)

Keynote, PowerPoint

EDUCATION

SYRACUSE UNIVERSITY

B.F.A. in Fine Arts, Communications Design

AUGUST 2009-MAY 2013