

Senior Designer and  
Storyteller with over 16  
years in print, social media,  
and design in the digital  
space. Experienced in Team  
Management, Art Direction,  
Brand Management, and  
Typography and Illustration.  
Also wrote a few novels &  
a TV pilot or two.

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## SKILLS AND TALENTS

ART DIRECTION

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BRAND MANAGEMENT

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VISUAL DESIGN

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PRESENTATION DESIGN

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USER EXPERIENCE

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TYPOGRAPHY

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ILLUSTRATION

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IDENTITY & MARKETING

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PRODUCTION  
MANAGEMENT

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## PROGRAMS

ADOBE CREATIVE SUITE

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INDESIGN

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PHOTOSHOP

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ILLUSTRATOR

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PREMIERE

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SKETCH

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XD

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KEYNOTE/POWERPOINT

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## REFERENCES

**Frances Marvel**  
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**(505)660-8217**

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2019

## MONTESQUIEU

VISUAL / PRINT / SOCIAL  
MEDIA

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As Lead Designer I create everything from wine labels to web banners to email campaigns. As the company is gearing up to launch a wine club, I have been tasked with developing engaging user experiences for our clientele. With the winery expanding it's digital footprint, every day is a new challenge in thinking of how to reach the wine buying public.

2015 - 2017

## BLAST MOTION

VISUAL / PRINT / SOCIAL  
MEDIA

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As Senior Designer I created web banners, digital ads, print ads, & social media posts for Blast's three channels: softball, baseball, and golf. I maintained brand standards across all applications of design, and performed photo correction & art direction on photo shoots.

2007 - 2010

## NINA TEMPLE DESIGN

DESIGN / ART PRODUCTION

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Performed logo research and development and design for everything from DJs to tech startups.

Created layout and design for print including brochures, newspapers, and billboards.

2009 - 2015

## BRIDGEPOINT EDUCATION

VISUAL DESIGN / ILLUSTRATION / BRAND  
MANAGEMENT / ART DIRECTION

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I designed social media campaigns to boost the university's digital presence and increase enrollment. My work doubled the conversion rate and tripled the department's budget. I also worked on the Forbes' Mentor Week initiative, an interactive online mentorship in partnership with Forbes School of Business.

As a manager of a team of production artists and designers, I kept the team inspired and created various design protocols for them to follow as well as brand standards to adhere to.

I art directed photo shoots to generate the company's own stock photography.

2004 - 2008

## MOTLEY DESIGN

LAYOUT & DESIGN / ART DIRECTION /  
ILLUSTRATION

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Created layout and design for several magazines. One was an art journal, which required leaving the artwork free of the usual designer-ish elements we designers love to use - so I developed a crisp and clean style of design that drove magazine sales up. It was a learning experience that has better informed my UX and digital design today.

Created layout and design for brochures and print ads for the Georgia O'Keefe Museum.

2004

## HER MINOR THING [MOVIE]

GRAPHIC DESIGN / PROP  
DESIGN

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Designed everything from Press badges to restaurant take-out bags for the independent movie Her Minor Thing.

Designed props and the sets these props were to be used in.

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