

2018 - 2019

Skills & Qualifications

Tools

Pen & Paper (20+ yrs)
Photoshop (11 yrs)
Illustrator (7 yrs)
InDesign (7 yrs)
Aftereffects (2 yrs)
Keynote (2 yrs)
HTML & CSS (1 yr)
Cinema 4D (1 yr)
Procreate (1 yr)

Talents

Conceptualization
Graphic Design
User Interface Design
Information Graphics
Comps/Mock-Ups
Retouching
Multi-Media Branding
Cross-team Collaboration
Sketching/Storyboarding
Illustration

Interests

Traveling
Swimming
Photography
Painting
Film & Theater
Reading

Education & Awards

Bachelor's of Fine Arts
College for Creative Studies
Illustration (*Major*)
Advertising Design (*Minor*)
Entertainment Arts (*Minor*)

Dean's List (x4)

Adobe Design Achievement Awards
Semifinalist (2015)

AdCraft Detroit D-Show Best in Print,
Best in Graphic Design (2017)

Communication Arts
Award of Excellence (2018)

LAFAYETTE AMERICAN - Art Director

One of the first hires in a new company of advertising veterans. Helped drive company's initial growth in both revenue and reputation, often working directly with clients. Created advertising & design concepts for pitches to small brands, local companies, athletes, global companies, cultural icons, nonprofits, & municipalities. Responsibilities include conceptualization, design, copywriting, presentation, photography, retouching, & building print-ready files. Produced items range from billboards, infographics, brochures, towels, print ads, social posts, website assets, company branding, & bus wraps. Rebranded DDOT, working with the mayor, city of Detroit, & Detroit Department of Transportation to create the look for an entire city's bus system. Our 3-man creative team supplied ideas, graphics, assets, layouts, & advertisements for publications, and events (like the Indianapolis 500) for BorgWarner, a 29,000 person company.

2015 - 2017

GLOBAL TEAM BLUE - Presentation Designer

Used knowledge of layout & design to deliver executive level campaign presentations, reports, data, graphics, and other content (printed & digital) across the entire Ford, GTB, & Lincoln brands & businesses. High-level, fast-paced, cross-team collaboration to rapidly organize, coordinate, and deliver projects under often-tight deadlines. Adhered to brand guidelines and developed templates for our global offices. Managed libraries of assets & files. Constant push toward efficiency & automation while maintaining high quality. Generated assets, graphics, mock ups, ideas, mood boards, & research throughout the process. Built relationships, tried to always say "yes", and pushed for great work, turning the position into a one-man mini-creative shop within the agency.

2014 - 2015

TEAM DETROIT - Art Director Intern

Produce ideas & graphics for a variety of retail programs for Ford. Worked with a writer to develop a stack of creative commercial ideas for regional television. Redesign Team Detroit's (*now GTB*) way-finding system. Played a role in user surveys, competitive research, creation of mood boards, material suggestions, mock ups, final presentation design, as well as pitching to executive staff. Help GUX team rebuild part of Ford.com for localization abroad, creating pixel-perfect comps of various screens for desktop & mobile. Ensuring every thing fit brand standards, campaign look & feels, & overall marketing strategy.

