

## 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

### 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.

### 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)

