

TOOLS

Pen
Paper
Photoshop
Illustrator
InDesign
Aftereffects
Keynote
Cinema 4D
Lavazza Gran Aroma
FujiFilm X-T3

TRICKS

Art Direction
Idea Development
Graphic Design
Brand Design
Presentation
Storyboarding
Dry Humor
Video Editing
Animation
Photography
Retouching

EDUCATION

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

VICES

Swimming
Reading
Painting
Cereal
Travel
Cinema
Tutorials
Ice Cream
Fashion
Museums
Techno

ART DIRECTOR, FLUENT360

2021 / U.S. Army, Ancestry.com, Kohl's

Concept, design, & production for social & digital campaigns.
Deliverables include short format video, social content, & online advertising.
Working with a wide range of creative teams & agencies.

FREELANCE ART DIRECTOR, FCB

2020–2021 / Budweiser, Bud Light, Michelob Ultra, Juvederm, Botox, Alprolix, Elocate

Concept & design for retail programs, direct mail, & seasonal campaigns.
Deliverables include posters, OOH, Neon signs, various printed products, mailers, social content, online advertising, and web pages. Integrated into creative & account teams.

ART DIRECTOR, LAFAYETTE AMERICAN

2018–2020 / BorgWarner, Owens-Corning, Third Man Records, McClure's Pickles, City of Detroit, Holocaust Memorial Center, MOCAD, Milk Bar, Jeep

Concept, design, graphics, & production for pitches, rebrands, projects, multi-channel campaigns. Deliverables include posters, OOH, short format video, logos, branding, event signage, social content, packaged goods & animation. Client-facing with collaboration across creative process.

PRESENTATION DESIGNER, GTB

2015–2017 / Ford, Quick Lane, Detroit Bikes, WPP, Johnson Controls, Lincoln

Concept, design, & graphics for product launches, research presentations, rebrands, & multi-channel campaigns. Deliverables include infographics, event signage, CRM (print & digital), logos, static digital, posters, storyboards, decks, & booklets. Worked with design team, executive staff, along with leadership from account, creative, & design.

ART DIRECTOR INTERN, TEAM DETROIT

2015 / Ford Retail, Team Detroit, Ford.com

Concept, design, & graphics for internal use and regional retail programs. Deliverables include social content, static digital, environment graphics, web mock-ups, presentations, & print design. Worked with copywriters, intern pals, researchers, & senior art directors.