



CREATIVE PROBLEM SOLVER

Versatile creative professional delivering user-centric results through data driven research, experience across a variety of formats, and a drive to collaborate on ideas big and small. Continually seeking opportunities to lead organizations toward a more thoughtful and functional future.

EXPERIENCE

Graphic Designer II • Iowa State University Alumni Association

Ames, Iowa • October 2014 to May 2017

The Iowa State University Alumni Association (ISUAA) seeks to engage alumni, students, and friends with Iowa State University and each other through outreach events across the nation.

Responsibilities:

- Developed and implemented identities for:
 - » ISU Alumni Association brand refresh, providing creative direction to Flynn Wright ad agency.
 - » Iowa State University Homecoming, including apparel, event guides, and social media graphics.
 - » Future Alumni Network, campus's largest student organization with more than 5,800 members.
 - » The Cardinal and Gold Gala, an annual black tie fundraising event.
- Created print and digital communication and marketing collateral for all ISUAA programs.
- Redesigned the catalog for the lifelong learning program into a more user-focused format.
- Managed relationships with print and production vendors to ensure that projects are completed on time, within budget, and to specifications.
- Produced the annual animated holiday greeting card, including an interactive webpage.

Graphic Designer and Editor • Wide Right & Natty Lite

WideRightNattyLite.com • September 2015 to August 2017

Wide Right & Natty Lite is a satirical Iowa State sports blog on SBNation.com, a Vox Media subsidiary.

Responsibilities:

- Generate site revenue through online sale of t-shirts featuring original designs.
- Generate images for articles using Photoshop to manipulate found photos.
- Compose and edit articles relevant to topics surrounding Iowa State sports.

Graphic Designer • Morehead Planetarium and Science Center

Chapel Hill, North Carolina • July 2012 to June 2014

Morehead Planetarium and Science Center delivers science content to the public with a focus on K-12 education through statewide outreach initiatives and on-site visitor experiences.

Responsibilities:

- Created and maintained brand identities for many of Morehead's programs.
- Improved the user experience and accessibility to programming on Morehead's existing website while serving as a creative voice on the website redesign search committee.
- Developed exhibit graphics as part of a collaborative team for three separate installations.

EDUCATION

BFA Graphic Design • Iowa State University

Ames, Iowa • May 2012

TECHNICAL SKILLS

Adobe Creative Suite

Full proficiency in Illustrator, InDesign, Photoshop, Acrobat, and Flash.

Website Development • Codecademy.com PRO

Proficient in HTML and CSS including Flexbox and Bootstrap with an introduction to jQuery and Javascript.

Microsoft Office Suite

Full proficiency in Word, Outlook, PowerPoint, and Lync/Skype with working proficiency in Excel.

Content Management Systems

Proficiency with Drupal, WordPress, Weebly, and ColdFusion interfaces.