

EXPERIENCE

The University of Texas at Austin, Cockrell School of Engineering

MANAGER OF ART AND DESIGN, JUNE 2012 TO JAN. 2015

- Provided creative direction and brand compliance for all visual communications including digital, print, identity and multimedia
- Managed senior graphic designer
- Oversaw designs from conception to final production within stated budget and timeline to meet client's goals
- Collaborated with developer and web content manager to create information architecture and architectural diagrams; designed microsites, departmental websites and refreshed look and feel of school's website
- Executed design and development of HTML email communications and compiled analytics reports for campaigns
- Managed internal and external vendors and bidding processes, scheduled and executed photo and video shoots and art directed motion graphics projects
- Collaborated with colleagues and researchers to produce effective visuals to translate complicated research into digestible news

BancVue

MARKETING GRAPHIC DESIGNER, JULY 2011 TO MAY 2012

- Developed outdoor, in-branch and event marketing materials for more than 100 financial institution partners across the country
- Created business-to-business promotional, trade show and sales collateral for both the BancVue and Kasasa brands
- Assisted in the development of the Kasasa annual campaign, designing layout recommendations and executing the approved style throughout print and web mediums
- Responsible for maintaining brand and compliance standards in a fast-paced queue of custom client requests

Knox County Public Library

GRAPHIC DESIGNER, JUNE 2008 TO JUNE 2011

- Responsible for conceiving and producing all web and print design
- Created identity, collateral, displays and annual large-scale campaigns for 18 Knox County Public Library system branches, Dolly Parton's Imagination Library in Knox County and the Friends of the Library
- Interfaced with vendors and managed bidding processes

Waldorf Photographic Art

SENIOR PHOTOGRAPHER, DEC. 2006 TO JUNE 2011

- Covered events as both primary and secondary event photographer
- Trained in studio lighting and advanced editing techniques
- Consulted with potential clients and staffed trade shows

EDUCATION

The University of Tennessee

2008 BACHELOR OF FINE ARTS,
GRAPHIC DESIGN

INTERNSHIPS

Knoxville Opera

JAN. 2008 - MAY 2008

Knoxville Chamber of Commerce

MAY 2007 - AUG. 2007

SKILLS

ADOBE CREATIVE SUITE

HTML AND CSS

UX/UI

COPYWRITING

PROJECT MANAGEMENT

PHOTOGRAPHY

VIDEOGRAPHY

MICROSOFT OFFICE