

## EXPERIENCE

### *The University of Texas at Austin, Cockrell School of Engineering*

MANAGER OF ART AND DESIGN, JUNE 2012 TO PRESENT

- Provides creative direction and brand compliance for all visual communications including digital, print, identity and multimedia
- Manages Senior Graphic Designer
- Oversees designs from conception to final production within stated budget and timeline to meet client's goals
- Collaborates with teammates to identify and execute strategic communication initiatives and evolve communication methods
- Executes design and development of HTML email communications and compiles analytics reports for email campaigns
- Manages internal and external vendors and bidding processes, schedules and executes photo and video shoots and art directs motion graphics projects
- Collaborates 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 concepting 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

MICROSOFT OFFICE

COPYWRITING

PROJECT MANAGEMENT

PHOTOGRAPHY

VIDEOGRAPHY