

Art & Creative Director / Cross-Functional Team Leadership & Process Development

With over twenty years of design and strategic art direction, I am an experienced leader who works with high-performing companies across a variety of industries. By working with inspired and driven organizations, I aspire to create beautiful, exciting, and positive experiences. Whether it is bringing people together through an application, or developing a dynamic brand to change the world, I believe that inspired teams yield inspirational results.

Team Leadership & Motivation
Brand Development
Creative Strategy

User Experience & Interface Design
Digital & Online Marketing
360 Marketing Campaigns

Art & Creative Direction
Data & Process Driven Design
Concept Development

Career Highlights

- Experienced and accomplished creative director—concepting and developing award-winning marketing campaigns and communications across a variety of industries, platforms, and mediums.
- Collaborative cross-departmental leadership—using process, data, and technology to inform decisions, problem solve, and create solutions with measurable results.

Professional Experience

San Francisco Surfrider Foundation—Executive Committee Chair (2019-2020)

Coordinate and lead the Executive Committee of one of the largest chapters of a grassroots environmental organization dedicated to keeping our ocean, waves, and beaches clean for all to enjoy. Responsible for setting annual budgets, agendas, and yearly plans for nine programs with a focus on community outreach, activism, policy initiatives, and volunteer retention.

- Implemented and revitalized outreach programs to attract corporate sponsors, high-profile collaborators, and community members. With consistent and focused messaging the chapter has seen a 28% growth in membership since October 2019.
- Partnering and collaborating with local businesses and corporations to help strengthen brand awareness, drive member acquisition and retention, and increase donation volumes.

Tag Worldwide @ Union Bank—Art Director (2016-2020)

A brand steward who directed designers, production artists, copywriters, and other specialists to ensure consistency for 360 marketing campaigns. Delivered collateral and assets across channels and mediums on schedule and to specifications.

- Created campaign concepts and end-to-end assets for email, landing pages, digital signage, print, and packaging materials. Product marketing campaigns yielded a 200% - 400% increase in applications and approvals for various products.
- Developed emails, mock-ups, redlines, templates, and specs that adhered to UX / UI standards, accessibility, and corporate guidelines resulting in a 75% reduction in the time required to deliver final assets. The increase in efficiency of asset delivery allowed for strategic and design thinking around email campaigns.
- Presented concepts for high visibility products (credit cards and car wraps) and marketing strategies (home loans and mortgage products) to C-suite and decision-makers. Increased the overall business and grew to the agency statement of work by leveraging the internal team capabilities.
- Managed files and cloud repositories using Microsoft OneDrive, allowing for greater transparency and smoother handoff of mechanical files throughout the entire design process.

Advanced Energy Economy—Creative Director (2013-2016)

Defined, built, and maintained the company's visual identity to ensure brand consistency across channels, mediums, and campaigns. Responsible for conceptualizing and creating assets for print collateral, websites, and email campaigns.

- Managed files and cloud repositories using Dropbox and Github. The use of Trello and Asana project management software and a consolidated file system allowed for automatic file updates, greater transparency, and a more efficient process.
- Incorporated Hubspot (CRM) into existing processes to maximize talents and time of program leads and developers. This allowed program leads to instantly make content updates instead of the previous minimum two week turn around time, which required a cumbersome process and multiple levels of approvals.
- Recognized by Graphic Design USA for created award-winning report and infographic designs.

Chronicle Books—Dynamic Digital Production Coordinator (2010-2013)

Worked with teams at Sony, HBO, Lucasfilm, Apple, and Amazon to create digital books and applications. Responsible for hiring and managing a five-person team of front-end web developers, fellows, and interns.

- Collaborated with authors, editors, designers, content creators, and outside vendors to set up systems to translate the entire back catalog of physical books and mechanicals to ebooks. We efficiently converted approximately 1000 titles of varied complexity per year.
- Won awards for excellence in design, interactivity, and quality from PubWest, Bookbuilders West, and Digital Book World.

TRX - Fitness Anywhere—Creative Manager (2007-2010)

Responsible for hiring and managing a six-person video production team and developing best practices for content creation and distribution.

- Worked with the CEO and Founder and department heads to oversee the production, filming, and editing of the TRX Force Training Videos. The resulting two-disc DVD set would establish the standards for production quality for subsequent projects.
- Developed and provided standards to give early-stage content creators ownership of their content. By allowing content creators and personal trainers to produce videos and blog posts independently, the internal production team was able to focus on revenue-generating projects.
- Designed, developed, and presented wireframes, storyboards, user experiences, interactions and prototypes for online communities, landing pages, and large scale campaigns resulting in a consistent look and feel across digital channels.

Education**Griffith Film School**

MA: Media Production with Honours (2008)

Old Dominion University

BFA: Graphic Design, Cum Laude (1999)

Awards & Recognitions**American Graphic Design Awards 2015**

Advanced Energy Now
2015 Market Report

California Advanced Energy
Employment Future Report

Ohio's Electricity Future Infographic

North Carolina: Clean Energy
Works! Infographic

Advanced Energy Leads California
Jobs Growth Infographic

**PubWest Book Design Awards 2012
Enhanced e-Book—Silver Award**

Worse Case Scenario, Jr.
Interactive Adventure: Everest:
You Decide How to Survive

**41st Annual Bookbuilders West Book
Show 2012 - Certificate of Excellence**

Worst-Case Scenario Ultimate
Adventure: Everest

**Publishing Innovation Awards 2012
—Quality, Excellence, Design (QED)**

Count, Dagmar!
Top Pot Hand-Forged Doughnuts

The 48 Hour Film Project 2009
Best Acting Ensemble

Griffith Film School 2006
Award for Individual Excellence
Highly Commended Editing

Knowledge / Skills

Content Strategy
Branding & Brand Development
Corporate Identity
Logo Design
User Experience Design (UX)
Interaction Design
User Interface Design (UI)
Information Architecture
Digital and Online Marketing
Web Design & E-commerce
Advertising Campaigns
Graphic Design

Adobe Creative Suite / Sketch
Premiere / After Effects / Media Encoder
Microsoft Office 365
iWork—Keynote / Pages / Numbers
Front-end Web Development
HTML5 / CSS / JavaScript
CRM—Hubspot / Salesforce / Mailchimp
CMS—WordPress / Joomla / Drupal
Cloud and File Storage Systems
Dropbox / AWS / OneDrive
Project Management
Basecamp / Asana / Trello

Github / MAMP
Digital Media
Web Development
Film & Video Production
Print Production Process
Out-of-Home Advertising
Outdoor Advertising
Vendor Management
Concept Development
Time Management
Planning
Problem Solving