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**PORTFOLIO**

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**EDUCATION**

Lake Michigan College  
South Haven, MI  
Continuing Education, Graphic Design, 9/2004 - 5/2005

Alma College  
Alma, MI  
BA, Psychology, 5/2000

Ovid-Elsie High School  
Elsie, MI  
6/1996

**PROFESSIONAL EXPERIENCE**

Zondervan  
Grand Rapids, MI  
2/2013 - Present

Senior Lead Web Designer. Created and lead the design process in content driven and e-commerce websites, iOS apps, large divisional email campaigns, landing pages, with an emphasis in responsive and user focus design. Also worked with various marketing verticals to provide key deliverables for various marketing campaigns and to drive revenue.

Accident Fund  
Lansing, MI  
1/2009 - 2/2013

Graphic Designer in Corporate Communications. Managed design projects from concept to final production. Participated in brainstorming for strategic communications development. Also assisted with scheduling and cost budgeting/estimating projects. Provided proof of concepts for data visualizations, company Intranet and other major marketing initiatives.

IDV Solutions  
Lansing, MI  
9/2006 - 10/2008

As a UI Designer at IDV I created and coded e-newsletters; developed logos and branding, created various print, Web, and Flash designs; produced demonstration videos for Web use; created proofs of concept for clients; and worked on UX for our flagship software and for clients on custom projects.

**SKILLS & INTERESTS**

Art Direction  
Branding  
CSS  
Google Analytics  
HTML 5  
Illustrator

InVision  
Photoshop  
Responsive Design  
Sketch App  
User Experience  
Wireframing