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Inspired, creative problem solver with a passion for telling stories through visually impactful designs that strategically engage customers across a broad mix of print and digital mediums with an emphasis in B2B. Dynamic team player, skilled in multi-tasking and working in a fast-paced deadline-oriented environment with high accountability for detail. Ability to clearly present creative solutions to stakeholders. Motivated by life, music, nature, travel, art, photography and mountain biking.

:: PROFESSIONAL EXPERIENCE ::

YMCA of Greater Richmond | Richmond, Virginia

2023–Present

Senior Graphic Designer/Art Director

Currently producing visual solutions that both inspire and inform the Richmond community of the Y's mission and purpose.

- Concepting, designing and executing fresh visual content to drive new membership, promote Y programs and drive philanthropic efforts.
- Designing printed and digital assets such as fliers, postcards, signage, web graphics, social media, Reach TV, swag and direct mail to service our 17 branch locations.
- Created set of icons for the YX Principles and applied them to various marketing collateral.

Motleys Asset Disposition Group | Richmond, Virginia

2021–2023

Art Director/Graphic Designer

Delivered targeted print and digital assets to support marketing efforts for various divisions within company.

- Created promotional event posters, fliers, email headers, social graphics and animated gifs to reach audience.
- Designed printed postcards, signage, billboards, banners, trifold brochures and catalogs for automotive division.

Freelance | Richmond, Virginia

2019–2021

Art Director/Graphic Designer

Freelanced for various clients in the Richmond and Denver areas.

- Part-time contractor for The Martin Agency's Studio.
- Designed logos, sell sheets, social media assets, fliers for Core Contractors.
- Designed logos for The Resilient Badge, ELCA, Ziesch Properties, River City Community Squash and Verde O Nada.

Epsilon | Westminster, Colorado

2015–2019

Senior Art Director/Graphic Designer

Collaborated with the Creative Director and internal stakeholders on the design and execution of B2B promotional materials from conception through mechanical production. Supported all verticals and co-branded efforts with our partner company Conversant. Produced internal marketing communication pieces to support B2B initiatives.

- Designed multiple branded marketing collateral such as posters, signage, ads, sell sheets, brochures, white papers, case studies, direct mail, digital banners, multi-page EBooks, RFP pitch concepts and email campaigns.
- Designed a flip book educating prospects on the "25 Ways To Increase Your Catalog Performance."
- Designed a 12 pg. booklet on identifying the various "Donor Personas" profiles for our non-profit vertical.
- Designed graphics for co-branded trade show booths for SAP, SiteCore and Adobe Summit.

Freelance | Denver, Colorado
Art Director/Graphic Designer

2012–2015

Freelanced for various B2B and B2C clients in the Denver area.

- Completed a 200 pg. digital catalog for STARZ Entertainment.
- Contractor at Banner Media Group where I conceptualized and designed various print, trade show, POP, digital and social media pieces for clients such as Arta Tequila, Fat Louis and M-Pulse.
- Designed logos for Blue River Lodge, CJK Media, Suzuki Strings of Denver, and Ranada Fitness.

TeleTech | Englewood, Colorado
Director of Creative Services

2012

Worked directly under the CMO and Director of Marketing while being responsible for creative and design executions for all B2B marketing materials for the parent company, TeleTech, and their subsidiaries.

- Directed a branding agency in the creative rebrand of TeleTech's revenue generation company Revana. Launched the Revana web site, designed their collateral system, marketing materials and signage.
- Designed trade show graphics, sales collateral and direct mail pieces for World Health Care Congress, Call Center Week and DreamForce.
- Directed a Customer Experience Demo video.
- Created multiple white papers, case studies, newsletters, and online flash animated ads for various business units.
- Collaborated with the software development team in the creation of a customer experience mobile app, supplied graphics and built a sales demo video to promote the app.

Thomson Reuters | Greenwood Village, Colorado
Creative Manager of Design

2010–2011

Worked directly with senior managers while providing creative direction on B2B marketing communication materials within the Thomson Reuters Healthcare and Sciences divisions. Managed and directed the design team to produce strategic, on-brand creative solutions for business units.

- Led and directed design team in executing a fully integrated ad campaign including print/web ads, white papers, direct mail, microsites, videos and trade shows.
- Developed creative direction and led design team in producing a global ad campaign launched in 7 languages including direct mail pieces, microsite, outdoor display graphics (airport/transit), trade shows, environmental displays and video for the product "Web of Knowledge."
- Concepted with copywriter and developed script and storyboard to direct outside production team to execute the "This is Healthcare As We Know It" video.
- Identified process issues and implemented plans increasing efficiency including reorganizing the creative server.

:: EDUCATION ::

Professional Certificate Filmmaking – International Film & Television Workshops | Rockport, Maine

Art Direction Certificate – The Creative Circus | Atlanta, Georgia

B.F.A. in Graphic Design – Virginia Commonwealth University | Richmond, Virginia

:: TECHNICAL SKILLS ::

Adobe Creative Suite (Illustrator, InDesign, Photoshop), iMovie, MS Office Suite (PowerPoint, Word, Excel), Keynote, Mail Chimp, Constant Contact, Workfront, Birdview, Marcom, Fusion Pro and Photography.

:: PROFESSIONAL CLUBS ::

Art Director's Club of Denver | Indie Arsenal | Denver Ad Club | Denver Metro Chamber | BMA | CultureHaus

:: HONORS ::

Scream Advertising & PR: DAF Awards – Won Finalist Award for Excellence and a Halo Award. BMA Awards: Won Gold.

Art Directors Club of Denver: Honorable Mention. Summit Creative Awards: Gold.

Stone & Ward: American Advertising Awards – Won 12 Gold ADDYs, 10 Silver and 8 Bronze Awards. (Also won a special judges' award and "The Best of Show" award out of 900 entries statewide).

The Creative Circus: Won 2 Merit Awards in the One Show college competition.

References upon request