

RÉSUMÉ

PROFESSIONAL EXPERIENCE

TOMS

DESIGN DIRECTOR
SEPTEMBER 2019–MARCH 2020

RESPONSIBILITIES AS FOLLOWS

Freelance design director for TOMS annual giving report, brand milestone campaign, retail signage, and in-store collateral. Directed junior print/digital designers.

THE WALT DISNEY COMPANY

SENIOR BRANDING DESIGNER
OCTOBER 2018–APRIL 2019

RESPONSIBILITIES AS FOLLOWS

Freelance project and brand design lead for an internal photography style guide. Established photography strategy and photography brand principles.

SIEGEL + GALE

SENIOR BRANDING DESIGNER
APRIL 2018–AUGUST 2018

RESPONSIBILITIES AS FOLLOWS

Freelance design lead for brand identity and brand systems projects. Provided creative direction to junior/mid-level designers, and outside creative vendors.

BRISTOLS SIX

DESIGN DIRECTOR
MARCH 2017–APRIL 2018

RESPONSIBILITIES AS FOLLOWS

Designed and managed a brand refresh, and company name change. Refresh included new designs for the following: packaging, proprietary icon system, website, email newsletters, POP, packaging displays, brochures, and photoshoot creative direction.

BRISTOLS SIX CONT'D.

Managed vendor relationships, maintained design schedules, budgets, and off-site work schedules.

KAISER PERMANENTE

SENIOR CREATIVE STRATEGIST / SENIOR DESIGNER
JANUARY 2012–JUNE 2015

RESPONSIBILITIES AS FOLLOWS

Provided creative direction from an integrated brand perspective to outside agency partners. Ensured overall creative and brand integrity.

Acted as a strategic consultant to agency partners. Managed the development of creative concepts, copywriting, and design of marketing and advertising materials.

Responsible for the design of MarCom level projects including environmental design, annual reports, digital campaigns, and brand style guides.

Provided team members with creative direction and project feedback. Increased department visibility through an increased engagement within the design community. Initiated process improvements within the in-house creative and production teams.

FIDM / KAA DESIGN / NHM LOS ANGELES

FREELANCE SENIOR GRAPHIC DESIGNER
2008–2012

RESPONSIBILITIES AS FOLLOWS

Designed and managed, from concept through to production, various collateral materials including museum exhibition book, identity systems, brochures, annual reports, and brand interactions.

2005–2008 PROFESSIONAL EXPERIENCE CAN BE FOUND ON LINKEDIN

EDUCATION

ART CENTER COLLEGE OF DESIGN

AUGUST 2004
Bachelor of Fine Art, Graphic Design with Honors

ALEXANDRIA TECHNICAL COLLEGE

JUNE 2000
Associate of Applied Science, Communication Art and Design with Honors

RECOGNITIONS

Featured in *GD USA* 2015 "People to Watch" issue

Published in *Logo Lounge Volume 8*, 2014

Hermes Creative Awards 2014, Platinum Winner

Hermes Creative Awards 2014, Gold Winner

GD USA 2014 American In-house Design Awards, Certificate of Excellence

GD USA, 2013 American Graphic Design Awards, Certificate of Excellence

Featured on Behance's Editorial Design Gallery

SKILLS

Adobe CC	Mood Boards
Art Direction	Negotiating
Brand Strategy	Organization
Brand Systems	Packaging
Budgeting	Press Checks
Client Management	Project Management
Creative Direction	Public Speaking
Design Strategy	Team Motivation
Intuitive Designer	Typography
Leadership	Vendor Management
Mentoring	Visual Identity

SOUND LIKE A GOOD FIT?