

Education

University of South Carolina,
BFA in Art Studio;
Concentration in Graphic Design

Skills

Design

Skilled and demonstrated experience in illustration, typography, and layout; logo, identity, and brand visuals; print, digital, web, and UX/UI design; search engine-friendly and conversion-based design; environmental and large-scale indoor/outdoor graphics; pre-press and digital production.

Technical

Adept at understanding and incorporating emerging software and technologies.

Advanced knowledge of Adobe Photoshop, Illustrator, InDesign and Acrobat Pro.

Proficient in general business software including MS Office and Apple iWorks.

Skilled in UX/UI, HTML, CSS, and Wordpress.

Experienced in standard web and email concepts and practices.

Employment

Art Director

Symphony Agency, St. Petersburg, FL; December 2014 – Present

Conceptualize and design across multiple platforms including print, web, digital marketing, email communication, video, and photography. Develop creative campaigns and strategies for various client base. Provide art direction and creative leadership for content, design, and development teams. Actively collaborate with the strategy and creative teams to ensure effective visual communications and design solutions that are in alignment with project goals. Remain up-to-date on current technologies, web standards, and design trends. Provide quality assurance of all creative deliverables.

Graphic Designer/Front-End Developer

Symphony Agency, St. Petersburg, FL; April 2014 – December 2014

Designed, developed, and maintained websites and graphics for 25+ clients. Created identities and ensured client brand standards throughout print and web campaigns. Conceptualized and implemented content and creative strategies to deliver effective conversion-based websites, landing pages, and emails. Standardized company design and organizational processes for efficiency. Defined and executed internal file-naming structure and cloud organization.

Graphic Designer/Front-End Developer

Environmental PR Group, Lutz, FL; November 2011 – April 2013

Directed and produced print and digital visual collateral for multimedia marketing campaigns. Created unique identities and brand collateral focused on clients in the environmental industry. Designed and developed Wordpress websites with easy-to-use client dashboards.

Freelance Graphic Designer and Front-End Developer; May 2013 – February 2014

Graphic Designer

Tampa Bay Lightning (NHL), Tampa, FL; March 2010 – March 2011

Conceptualized and designed high-end print, web, and digital graphics for professional sports teams and events venue.

Graphic Designer

TMR Agency, Lakeland, FL; April 2009 – March 2010

Designed and developed award-winning identities and print campaigns.

Graphic Designer

Passport International, Mt. Pleasant, SC; October 2007 – February 2009

Designed eCommerce websites for implementation. Created promotional product graphics. Lead company rebrand. Established brand guidelines and developed all in-house marketing materials.

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