



Visual Designer, Creative Director. In-house and agency experience with a focus on crafting compelling, multidisciplinary solutions for a diverse portfolio of brands. Passionate about things that matter like elegance, wit, and pleasant surprises.

Expertise

Creative direction
Strategic thinking
Brand development
Conceptual thinking
Graphic design
Illustration
Art direction
Print
Digital
Video
Social media
Environmental

Education

Tyler School of Art
& Architecture
Bachelor of Fine Arts,
BFA, Graphic Design

Kutztown University
Bachelor of Arts,
BA, English Writing

Professional Experience

Freelance | remote

Designer, Creative Director | August 2023–present

Ascensus | Integrated Marketing | Philadelphia, PA

Senior Design Lead | February 2020–February 2023

Led innovative brand solutions and streamlined workflow processes for growing in-house marketing team.

- Spearheaded a type hierarchy brand structure to create consistency across collateral; then created a standardized design template as the foundation for every project to increase efficiency in asset production, reducing design time by 30%
- Initiated the expansion of the Ascensus brand with the addition of illustration; lead a team to explore styles relevant to brand principles, resulting in a below budget, versatile, easily accessible illustration style used throughout company collateral
- Initiated and developed a revised creative brief to help streamline process between stakeholders, content, and design, increasing efficiency and saving 1–3+ hours of discovery time per person/per project
- Championed the use of an asset toolkit via Adobe Creative Cloud libraries across the creative team; set up templates, imagery, and brand libraries; integrated into process which streamlined workflow
- Pitched creative concepts directly to senior leadership and stakeholders
- Key player in initiatives dedicated to culture, learning and development, and team-building, promoting quality standards, creative exploration, and innovation

Freelance | Advertising | New York, NY

Designer, Associate Creative Director | January 2014–July 2019

Adapted to client categories, media, role responsibilities, and workflow processes for numerous design, PR, and advertising agencies.

TBWA\CHIAT\DAY, SYPartners, Publicis Lifebrands Medicus, Vaynermedia, Momentum Worldwide, Roar (Publicis Groupe), Tribal DDB, Edelman, McCann, MRY, VSA Partners, Redscout, Huge

Clients include: Visa, Microsoft, IBM, Chase, Citadel, Unilever, Citibank, Capital One, Johnson's Baby, L'Occitane, Diageo, Humira

- Conceptual ideation, creative strategy, art direction, and design across integrated campaigns including branding, content creation, video, and social media
- Managed team of 6 creatives in fast-paced, deadline driven environment
- Directed and oversaw photo shoots, retouching, and production

Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Affinity
Invision
PowerPoint
Keynote
Content Builder
Microsoft Office
Workfront

Organizations

Philly Ad Club
Committee member
January 2023–present

AIGA Philadelphia
Mentor
July 2021–present
Director of Programming
July 2021–Sept 2022

iMentor NY
Mentor
January 2015–2018

- Defined brand guidelines and systems to ensure brand consistency across touchpoints to effectively communicate brand message
- Managed multiple creative accounts simultaneously, ensuring strategically sound, elevated design solutions
- Brainstormed and developed integrated campaigns for new business pitches

NBCUniversal | Integrated Media | New York, NY
Creative Director | January 2011–August 2013

Designed and managed multiple branded campaigns and collateral for global media corporation.

- Created and executed multi-network, multi-platform partnership programs, leveraging NBCUniversal's network portfolio, programming, and celebrity talent that drove increased sales and overall brand awareness
- Lead team brainstorms to create innovative campaigns for NBCUniversal initiatives including print, digital, social, interactive, video, experiential, and OOH
- Lead the development of projects for multiple verticals delivering over 250+ creative assets across multiple channels and platforms
- Partnered with marketing leads on creative development of custom programs; collaborated across teams working with copywriters, art directors, photographers, and editors, across a range of disciplines including advertising, brand identity, performance marketing, and email design to ensure a unified strategy and brand message
- Managed and fostered creative talent; oversaw freelancers, editors, agencies, and production partners to execute elevated, on-brand results
- Developed and maintained the visual brand identity of on-brand creative for internal and external communications that drove both brand awareness and sales

Bloomington's | Special Projects | New York, NY
Senior Designer | March 2008–March 2010

Developed and designed custom ad-hoc branding and marketing materials for various company initiatives.

- Spearheaded the development of complete branding system for restaurant inside NYC flagship store; executed visual design through brand activation (including logo mark, brand voice/tone, menu design, and tableware design)
- Developed marketing materials to support various initiatives resulting in increased brand awareness and sales
- Partnered with marketing leads on the conceptual creative development of custom programs, including seasonal campaigns and special events

Hallmark Cards | Business Expressions | Kansas City, MO
Designer | May 2005–August 2006

Developed innovative strategy and design solutions for brand-focused marketing materials.

- Worked directly with Executive Creative Director in the development of new creative marketing strategy to include brand-focused ads
- Developed tiered pricing guidelines for sales team which increased revenue opportunities by 20%
- Observed multiple consumer research focus groups to understand consumer trends as they related to actionable recommendations for product innovations
- Lead development and execution of creative marketing materials for branded content
- Presented creative concepts to clients, executive teams, and other key stakeholders