

## OBJECTIVE

At my core, I am a storyteller finding solutions in unexpected ways that help my projects tell their own individual story. Life is better with a good story.

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## WORK HISTORY

### FREELANCE CONTRACTOR • ART DIRECTOR/LEAD DESIGNER • 01.2010–PRESENT

- Proven Art Director/Lead Designer with a record of innovative brand design work for clients including Google, Disney, Illumination, Warner Bros, Sega, Disney, Marvel, and Pixar. Also worked with design agencies including Midnight Oil, Berman Design Group, Samuels Advertising and Cold Open.
  - Presented concepts and design ideas to stakeholders, soliciting feedback and revising design ideas through the design process in formal settings.
  - Applied existing branding for key art, OOH (billboards), paid advertisements, presentation decks, packaging, softlines, product designs, experiential and live events, motion graphics and UI/UX to create engaging audience interactions.
  - Utilized industry standard programs including Photoshop, Illustrator, InDesign, After Effects, Figma, Keynote, Powerpoint, digital painting, and traditional media including hand sketching, drafting and fine art painting.
  - Created mood boards, trend guides, visualization keys, color palettes and illustrations in the development of new brand standards for entertainment and gaming companies that effectively reached core audiences and drew in new demographics.
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- With Dynacraft, developed products for men, women, boys and girls age groups that included ride-on electric vehicles, bikes and scooter segments including graphics, packaging, mechanicals and softlines.
  - Created the first girls-centric electric ride-on vehicle that was licensed to Disney and introduced a new segment of revenue.
  - Set the brand and design standards for a co-branded packaging system for Dynacraft and its partner companies including Disney, Mattel, Illumination and Sanrio for all packaging and product materials sold in retailers across North America.
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- With Sega, directed product and marketing materials related to the Sonic the Hedgehog brand on a global scale, managing brand consistency and providing art direction approval for overseas offices.
  - Crafted the design and art direction of the Sonic the Hedgehog brand which included: art conceptualing, brand style and trend guides, digital illustration, packaging, consumer product design, digital advertisements, brand style guides, live events, trailer development and social media advertisements.
  - Collaborated on character concepts and products for new partnerships with DC, Sanrio and the NBA as a method of new business generation.

## SKILLS

**Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Experience Design (XD), Premiere Pro, After Effects, Animate, Muse, Lightroom, Dreamweaver, Bridge), Figma, CSS/XHTML, Sketch, Midjourney, Dall-E

**Operating Systems:** MacOS, iOS, Windows

**Project Management:** MS Office (Word, PowerPoint, Excel), Google Docs, Google Slides, Google Sheets, Connect Composer, Sketch, Keynote

**Other Skills:** 2D/3D Animation, Creative Writing, Copyediting, Proofreading, Media Encoder, Revit, AutoCAD

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## EDUCATION

The Art Institute of Seattle  
Associate of Applied Arts, Graphic Design  
January 2009 – December 2010

Texas A&M University  
Bachelor of Environmental Design  
September 2004 – December 2008