





CONTACT

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 5433 W. Hartford Ave. Glendale, AZ 85308

EXPERIENCE

6/19 - Current

ART DIRECTOR

Massage Envy · AZ

- Responsible for the overall visual aspects and brand strategy of Massage Envy's advertising.
- Directing photography and video shoots of retail products and lifestyle models.
- Directing and delegating the work of a design team.
- Managing three designers as direct reports.
- Designing national brand marketing for POP, print, packaging, signage, front-end digital (web, email, banners) & social media.

10/17 - 6/19

SENIOR GRAPHIC DESIGNER

Massage Envy · AZ

- Designed national brand marketing for POP, print, packaging, signage, front-end digital (web, email, banners) & social media.
- Trained Junior Designers on internal systems, processes & design standards.

10/16 - 10/17

GRAPHIC DESIGNER

Kahala Brands · AZ

- Designed national promotions & marketing materials for print, menus, packaging, signage & vehicle wraps.
- Creatively solved branding and design challenges identified by Marketing department.

11/15 - 10/16

GRAPHIC DESIGNER

Massage Envy · AZ

- Designed national brand marketing for POP, print, packaging, signage, front-end digital (web, email, banners) & social media.
- Art directed photography shoots of retail products.

10/10 - 6/15

GRAPHIC DESIGNER

PetSmart · AZ

- Designed national brand marketing for POP, print, monthly magazine, packaging, signage front-end digital (web, email, banners) & social media.
- Art directed photography shoots of retail products.
- Provided art direction to external agencies for outsourced design.

11/07 - 8/10

ART DIRECTOR

Schawk Retail Marketing · IL

- Designed retail marketing concepts & art directed the design of print materials for Sears & DirecTV.
- Art directed photography shoots of retail products & models.
- Provided art direction to a team of Production Artists.

11/04 - 11/07

SENIOR GRAPHIC DESIGNER

Schawk Retail Marketing · IL

- Designed printed circulars & direct mail for Kmart.
- Trained new designers on internal systems, processes & design standards.
- Worked on a process improvement team to increase production levels.

DESIGN TOOLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Microsoft Office

EDUCATION

Lansing Community College
 Associates in Applied Arts: Graphic Design

CERTIFICATIONS

- Influential Leadership
- Essentials of Leadership
- Navigating Beyond Conflict