





Contact

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Experience

6/19 - Current

Art Director

Massage Envy · AZ

- Providing visual direction through all channels of advertising to align with brand strategy.
- Designing & directing print, packaging, signage, social & video. Front-end: web tiles, emails & digital banners.
- Directing photo shoots of models & tabletop on-location and in studio. Including prep and styling.
- Presenting concepts and new design opportunities to Marketing Directors, VP and CMO.
- Managing a team of graphic designers and performing direct reporting duties.
- Collaborating with copy writers, marketing strategy planning and reviewing creative briefs.

10/17 - 6/19

Senior Graphic Designer

Massage Envy · AZ

- Designed POP, print, packaging, signage and social media. Front-end: web tiles, emails and digital banners.
- Directed photo shoots on tabletop including prep and styling.
- Mentored designers on design and internal processes.

10/16 - 10/17

Graphic Designer

Kahala Brands · AZ

- Designed print, digital menus, packaging, signage and vehicle wraps.
- Collaborated with marketing managers to solve strategy and design executions.

11/15 - 10/16

Graphic Designer

Massage Envy · AZ

- Designed POP, print, packaging, signage and social media. Front-end: web, email and digital banners.
- Directed photo shoots on tabletop including prep and styling
- Provided brand alignment for external agency advertising.

10/10 - 6/15

Graphic Designer

PetSmart · AZ

- Designed POP, print, monthly magazine, packaging, signage and social media. Front-end: web, emails and digital banners.
- Directed photo shoots on tabletop including prep and styling.
- Provided brand alignment for external agency advertising.

11/07 - 8/10

Art Director

Schawk · IL

- Directed circulars, print & signage for Sears and DirecTV accounts.
- Directed photo shoots of models & tabletop in studio. Included retail pre-pros and styling.
- Presented concepts and designs to our Creative Directors and the Sears and DirecTV accounts.
- Managed a team of designers and performed direct reporting duties.

11/04 - 11/07

Senior Graphic Designer

Schawk · IL

- Designed circulars, print & signage for Sears and DirecTV accounts.
- Mentored designers on design and internal processes.
- Worked on a process improvement team to increase successful production levels.

Skills & Tools

- InDesign, Illustrator, Photoshop Animate, Acrobat & Bridge.
- Excel, Keynote, PowerPoint, Outlook, Word, Teams & Wrike.

Education

Lansing Community College - Aug. 2000
Associates in Applied Arts: Graphic Design

Certifications

- Influential Leadership
- Essentials of Leadership
- Navigating Beyond Conflict