

SUMMARY

I exist to produce extraordinary results for emerging brands by harnessing the powers of design and creative thinking.

EDUCATION

2008 – 2012 Savannah College of Art & Design (SCAD) BFA in Advertising, cum laude

- Strong focus on digital media art direction and branding for startups and new businesses.
- Additional focus of business and entrepreneurship including studies in museum administration, group psychology, and marketing.
- Art Director of digital and social media for SCAD CLC Bixby (Andre 3000) fashion client branding, Spring 2011.
- Intern Art Director at Deutsch NYC, Summer 2012 on accounts Outback, Perdue, PNC Bank, and Microsoft.

EXPERIENCE

09.2018 – Present Shōgun Contract Brand Designer

- Creative production, design services, and brand development for online e-commerce design software.

01.2018 – Present Made Studios Contract Senior Art Director

- Conceptualized and designed enterprise brand guidelines and creative assets for npm, Inc visual identity overhaul.
- Established primary development and user interaction guidelines for npm new brand implementation.
- Brand evolution, creative strategy, and design services for brands npm, Heptio, Cisco Jasper, 8x8, Visa, and more.

11.2017 – 4.2018 Havas Contract Senior Art Director

- Amplified art direction for Genentech MSVoice social content including post content, storyboards, and interactive online quizzes.
- Designed new establishing brand assets for BioMarin product Palynziq alongside fellow Art Directors and Creative Director.
- Prepared layouts and visual assets for Genentech product Ocrevus pharmaceutical email campaigns.

09.2015 – 10.2017 Credit Karma Full Time Art Director

- Collaborated directly with CMO, VP of Brand, and the head of Creative Strategy to facilitate visual re-brand for \$3.5 Billion company.
- Contributed and developed original creative resulting in top performing acquisition ads for online media, print, app install, and more.
- Established and maintained brand management processes for internal and external use resulting in streamlined brand ascendancy.
- Evolved the visual identity across new verticals including Credit Karma Tax and Credit Karma in Canada.
- Directed photo shoots and established third party resources to enhance brand tool kit.

09.2014 – 01.2015 BreatheAware Contract Brand Designer

- Established initial visual identity and produced styling for minimum viable product resulting in \$30,000+ Kickstarter funding success.
- Developed HTML5 product animations including fully customized breathing exercises.

08.2014 – 01.2015 Accomplice Contract Art Director

- Administered conceptualization of brand personification, art direction, logo design, and creative strategy for pivot re-branding.
- Developed HTML5 brand exploration website which provided easier adoption of the brand by internal teams.
- Prepared comprehensive guidelines for new brand visual identity.

11.2012 – 07.2014 Kiip Contract Campaign Designer

- Created assets specific to Kiip's unique promotion system resulting in top performing rewards and increased new business.
- Product Design in the form of mock-ups for new websites and comprehensives for custom reward experiences on mobile.
- Responsible for creation of branded mobile rewards and email designs for hundreds of popular brands including Angry Birds, Bolthouse Farms, Disney, Google, NERF, Pepsi, Snickers, Taco Bell, and more.

08.2012 – 09.2013 DDB / DDB remedy Contract Digital Designer

- Produced online ads, storyboards, brand guidelines, and more for Armor All, Brita, Clorox, Intel, Ross, and other various accounts.
- Member of six pitch teams resulting in new business for the agency: Amgen, Armor All, Wells Fargo, and Qualcomm.