

Superior team leadership combined with creative and business acumen to deliver a broad range of high-quality marketing, print design, UX, and digital projects for major corporate brands.

Senior creative with **20+ years of proven success** directing high-performing teams to deliver the full scope of brand services and marketing needs. Talent for driving development and direction of creative strategies both internally and consumer-facing. Builds solutions-oriented teams to execute highest level of visual quality. Directs advertising and brand campaigns both strategically and graphically. Partners cross-functionally to build consensus and ensure projects meet all deadlines within budget.

:: EDUCATION :: **Bachelor of Fine Arts (BFA) - Graphic Design**
California Institute of the Arts | 1996

:: AREAS OF EMPHASIS ::

- Full Life Cycle Project Management
- Brand Strategy
- Industry Standard Graphic Design
- Web Usability Best Practices / UX
- Experiential Multimedia Marketing
- Social Media Marketing
- Concept Development
- Print Production Processes
- Workflow Management Systems
- Cost Control / Budget Administration
- Strategy Development
- Cross-Team, Vendor, & Media Relations

:: SKILLS ::

Art Direction, Graphic Design, Adobe Creative Suites, Illustration, Full Life Cycle Project Management, Brand Strategy, Industry Standard Graphic Design, Web Usability Best Practices/UX, Experiential Multimedia Marketing, Concept Development, Print Production Processes, Workflow Management Systems, Cost Control/Budget Administration, Cross-Team Vendor and Media Relations

:: TOOLS :: Adobe Creative Suite (Photoshop, Illustrator, InDesign), PowerPoint, Keynote, Wireframe, Basecamp

:: PROFESSIONAL EXPERIENCE ::

ART DIRECTOR

Freelancing | October 2019 – Present

- **Clients:** {Facebook, Women for Biden 2020 – National Campaign, Make a Wish, Argon Entitlements Inc., Perception Lighting Design, Distributed Media Lab, Just Women’s Sports, Cineo / NBC Universal}
- Design work included: Website Design & Creation as well as Corporate Identity / Brand Design
- Design work for Social Media & email blasts
- Event Design work included: Logo refresh & Color exploration, H Frame Signage and Rigid Banners
- Print Design for the “Wishes on The Vine 2020” Tri-Fold Mailer Invitation
- Logo Creation and Original Cover-Art for upcoming Podcast
- Commissioned Product Illustrations – featured in 2021/09 – September Issue of American Cinematographer

CREATIVE DIRECTOR

Bleacher Report | San Francisco, CA | November 2010 – October 2018

- Directed all aspects of brand look, visuals, and relevancy maintaining strict adherence to guidelines and positioning for a world leader in online sports entertainment and information.
- Provided day-to-day management of a team of visual designers to fulfill multiple, simultaneous internal and external projects using “hands-on” leadership approach.
- Deployed successful conceptualization and launch of collateral, desktop and mobile apps, event spaces, and multi-platform experiences.

- Coordinated with executive leadership on cross-platform brand activation for television, digital, social, and on-site.
- Assessed, evaluated, and hand-picked talented design team to deliver exceptional internal and external design collateral. Spearheaded branding and logo design for company sites and divisions, including the \$250K "BRxJumpOff" three-day event.
- Increased efficiency, cross-functionality, and brand success by devising and implementing new standard operating procedures for design team and other departments.
- Enhanced user experience capabilities by designing unique template empowering clients to integrate their branding/messaging into Bleacher Report and executing intuitive and immersive design work for optimal interaction with the brand.
- Maximized ROI by successful management and professional development of entire visual design team, zero turnover during my tenure increased Bottom-line and productivity by eliminating onboarding and trainee costs.
- Leveraged experience in skillful communications, empowering creative talent, and implementing design innovation to grow creative marketing. Success resulted in a personal invitation to attend and present at the 2014 Women in Telecommunications Conference, "Leading with Power and Authenticity."

SR. VISUAL DESIGNER

Shutterfly | Redwood City, CA | **June 2010 - August 2010**

- Led user-facing graphic design / content development on contract for the global name in personal and business digital print services. Collaborated with user interface designers, translating complex specifications and product requirements into user-friendly graphics and visual content, delivering projects on time and within budget.
- Leveraged internal and external collateral into compelling, diverse deliverables including visual design systems, high-fidelity comps, icon creation, production of visual assets, and intuitive user experiences.
- Ensured business results across Shutterfly platforms by building strong communications among cross-functional teams including engineering, product management, and UI designers.
- Designed, developed, and implemented original designs for brand web pages and special features.

SR. VISUAL DESIGNER

AOL | Mountain View, CA | **June 2007 - March 2009**

- Held responsibility for devising and delivering daily creative solutions for world-wide media corporation.
- Increased traffic to website and pages while minimizing page-load times as visual architect.
- Elevated production by designing and instituting standardized flexible network templates that were IAB compliant.
- Collaborated with engineering team to create and launch web apps including myAOL, AOL Calendar, AOL Alerts, and AOL Pictures.
- Propelled revenue into double-digit increase with AOL Mail redesign.

:: ADDITIONAL EXPERIENCE ::

SENIOR DESIGNER

Ziff Davis Media

San Francisco, CA

October 2005 - June 2007

SENIOR DESIGNER

bebe Corporate

San Bruno, CA

October 2004 - October 2005

SENIOR DESIGNER

Cnet Networks

San Francisco, CA

September 1998 - October 2000

:: EXTRACURRICULAR ACTIVITIES ::

- **BOARD MEMBER** | **42nd Street Moon Theater Group** | November 2020 - present
- **DESIGNER** | **Women for Biden-Harris 2020** | April 2020 - Present
- **MAKE-A-WISH GUEST SPEAKER** | **Fleet Week Social & Fundraiser** | October 2019
- **MAKE-A-WISH GUEST SPEAKER** | **8,000th Wishes: Drive-In Movie Night** | March 2017