

#### **Creative Skill Areas**

concept development  
content strategy & writing  
branding & logos  
print design  
motion graphics  
web design  
web development  
photography

#### **Personal Strengths**

attention to detail  
organized workflow  
research & concept driven  
right & left brain thinker  
complete projects on time  
enjoy learning new skills  
quick learner

#### **Software Skills**

Mac OSX, Windows  
InDesign, Illustrator, Photoshop  
After Effects, Media Encoder  
Wordpress, Adobe XD, Figma  
Apple iWork, Microsoft Office

## EXPERIENCE

**BRK Global Marketing** // March 2021–Present; Charlotte, North Carolina (remote in Alabama)

*Art Director.* Continuing the same responsibilities held as a senior designer, plus becoming the design team leader with no acting creative director. Leadership responsibilities include serving on the company's leadership team, working with the accounts team lead to facilitate workflows, providing design team yearly reviews, and serving as a point person in the project management process.

*Senior Designer.* Working as a design lead on a multi-disciplinary team to develop creative, strategic marketing solutions for local and national clients. Project experience in quarterly campaigns, email, branding, logos, collateral materials, social ads, motion graphics, environmental graphics, website design, and more. Working with the creative director to develop campaign concepts, and presenting project work to clients. Providing direction and internal feedback/approval on deliverables the design team produces, serving as a mentor to design team members, and hosting internal lunch and learns.

**Reflex Blu** // November 2015–March 2021; Birmingham, Alabama

*Art Director.* Worked individually or as part of a multi-disciplinary team to establish and execute creative marketing and advertising solutions for locally and nationally based clients. Project experience in branding; publications; direct mail; print and digital display advertisements; motion graphics, such as promotional videos and social ads; custom website design and development using Wordpress; high-impact pieces; collateral materials, and more.

**TMC Furniture** // November 2012–September 2015; Ann Arbor, Michigan

*Assistant Manager of Marketing and Design.* Worked with head designer to design marketing materials, such as brochures, email blasts, and trade show materials; oversaw company's web design and social media channels; collaborated on product development; established and guided brand management.

**Auburn University Office of Alumni Affairs** // January 2008–May 2009; Auburn, Alabama

*Student Graphic Designer.* Assisted in selecting photography and producing alumni magazine page layouts; designed conference materials, marketing, and membership collateral; updated website.

**Zoo Atlanta** // May 2008–August 2008; Atlanta, Georgia

*Multimedia Intern.* Assisted in designing marketing materials including rack cards, brochures, a DVD cover, an attraction sign, and banners; gained an understanding of how graphics departments work with public relations teams to maintain a consistent brand image.

## EDUCATION

**Auburn University** // Auburn, AL  
B.F.A. in Graphic Design, May 2009  
Summa Cum Laude  
GPA: 3.91/4.0; College Rank: 2

**Savannah College of Art & Design** // Savannah, GA  
M.A. in Graphic Design, June 2012  
GPA: 4.0/4.0

## ORGANIZATIONS

**AIGA Birmingham Events and Programming Director** // 2016–2022

**AIGA Detroit Design for Good Committee Chair** // 2012–2014

**Tau Sigma Delta Architecture and Allied Arts Honor Society** // 2009

## AWARDS, EXHIBITIONS & PUBLISHED WORK

**Communication Arts** // 2024 Interactive Competition; Bending the Arc Project website, finalist

**MarCom Awards** // 2023; Cotton Incorporated Lifestyle Monitor™ website, platinum

**Telly Awards** // 2023; *Bending the Arc: Origins* film, 3 silver awards; recognized as standout entry

**Hermes Awards** // 2023; Xebec logo, platinum; Cotton Incorporated Lifestyle Monitor™ website, gold

**Davey Awards** // 2022; Bending the Arc Project website, gold; Mer&Co logo, silver

**CMYK Magazine** // Issue #44 June 2009; Caladiums photograph

**Mississippi State AIGA Student Show** // 2008 and 2009; book jacket design, Open Air logo