

I am a visual designer and a creative problem solver. I am passionate about transforming strategies into powerful brand experiences and interactions. I balance thoughtful design with strong visual execution. I have worked in a variety of design roles and environments and I have collaborated on many types of design projects, acquiring over 10 years of experience with clients ranging from Fortune 500 companies to non-profits, start-ups and boutique brands. My work has been recognized by top industry publications and organizations.

Senior Art Director

The Royal Order of Experience Design

2007–present

Collaborating with the award-winning interactive team at The Royal Order gives me the opportunity to execute comprehensive branding across media. Whether creating large-scale websites with complex online catalogs and rich interactive Flash experiences or designing complete brand systems and extensive print projects — working at The Royal Order has allowed me to explore and strengthen the interconnection of the online and offline branding experience for a range of unique and innovative brands.

WORK: direct Designers, Flash and Web Developers, Illustrators and Copywriters; website, interface, Flash and application design; corporate identity, print collateral and publication design; e-commerce and social media strategy

CLIENTS: NEC Displays, Fidelity National Information Services, Kohler Plumbing, Kohler Engines, Ann Sacks, Patagonia, Mozilla/Firefox, Sub-Zero/Wolf, and Baker Furniture

Team Host & Art Director

EPIC

winter 2010

EPIC (Engaging Philanthropy Inspiring Creatives) pairs select teams of creative professionals with select nonprofit clients whose missions focus on education, children and families. I helped host an EPIC team of eleven professionals from different offices and specialties. Together we worked for the American Nutrition Association (ANA) and helped them form a brand strategy, identity guidelines and collateral materials within an eight week timeframe.

WORK: implemented design process and contributed to branding strategy; directed design team, photographer and copywriters; designed collateral materials and identity system

Senior Designer

Firebelly Design

2004–2007

At Firebelly, I helped transform a small one-man shop into an award-winning, internationally-recognized design studio with a reputation for socially-conscious design. From directing and mentoring a young design team to working closely with clients and managing multiple projects to contributing to the development of their innovative design grant — my work at Firebelly was extensive and effective.

WORK: established and implemented design process and design research methods, co-wrote marketing briefs and proposals, brand strategy, naming and standards manuals; designed corporate identities, websites, advertising campaigns, collateral materials, books and environmental graphics; illustration, copy writing, public speaking within the design community

CLIENTS: LaSalle Bank, Anheuser-Busch, The University of Chicago Law School, Chicago Foundation for Women, JDL Development Corp., Howard Brown Health Center, Tony Fitzpatrick

Art Director

The Newberry Library

1999–2004

While working at the Newberry, I closely collaborated with the Marketing Director, Vice President of Development, Library President and department leaders to create and implement institution-wide branding for this world-class research library and cultural institution. My work at the Newberry helped inspire a renewed passion for the Library's mission and programming.

WORK: designed annual reports, advertisements, collateral materials and publications, collaborated with Exhibit Designers; photography and illustration; worked with historical artifacts, contributed to strategic planning, volunteered and assisted with event organizing

Freelance Design

1999–2007

WORK: illustration, branding, designed identities, websites, publications, collateral materials and advertisements

CLIENTS: Another Chicago Magazine (ACM), Txtful, Flow Pilates & Yoga, Illinois Institute of Art, Chicago Printers' Ball, Top Notch Builders, Lisa Foote Photography

Teacher

Illinois Institute of Art

1999

Upon graduation I was asked to teach a weekly marker rendering workshop for undergraduate students of different majors at my alma mater.

WORK: created a workshop schedule and course curriculum, demonstrated the basics of rendering with markers, guided and evaluated the work of each student

Production Intern

CAPPS Digital Studio

1998

I serviced Leo Burnett by working with Production Designers, Art Directors and a team of Production Assistants to create presentations, comps, print-ready artwork and just about anything else imaginable with an Xacto knife and some spray mount, all while tracking labor and materials in a fast-paced, high-pressure environment.

CLIENTS: Kellogg's, Walt Disney, Marlboro, Heinz, Fila, Hallmark, The New York Stock Exchange

EDUCATION

Bachelor of Fine Arts in Visual Communications (graduated with honors)

Illinois Institute of Art (merit scholarship)

Associate of Applied Science in Graphic Design (graduated with honors, awarded best portfolio)

Art Institute of Fort Lauderdale (full scholarship)

STRENGTHS

Understanding the essence of a brand and interpreting its visual language

Transforming complex digital strategies into engaging interactive experiences

Creating clarity and sophistication from the complex and obtuse

Extensive experience with all things print and a deep knowledge of the print process

Extremely dedicated to the success of my creative team and client's business goals

Stylistically versatile and able to work proficiently with any number of visual languages

SKILLS

DIGITAL PROFICIENCIES: Adobe Photoshop, InDesign, Illustrator and Acrobat; PageSpinner and BBEdit; Microsoft Word, PowerPoint and Excel

DIGITAL KNOWLEDGE: Adobe Flash and XML integrated Flash, After Effects; Keynote; DHTML (javascript, CSS); Drupal

ANALOG: Letterpress operation and typesetting, photography, silk screening and illustration: including portraiture, caricature, story boarding and hand lettering

**HONORS &
RECOGNITION**

Typography 28 – The Annual of the Type Directors Club

Communication Arts Design Annual

HOW Self-Promotion Design Annual

Print's Regional Design Annual

Society of Typographic Arts (STA) Design Archive

Newberry Library History of Printing Collection

The Best of Brochure Design 9