

**An art director & visual communicator with an elevated aesthetic and the ability to execute.**

With over a decade of design experience, I bring a unique and artful point of view to every project. Creative thinking, empathy, high intelligence and thoughtful detail prevail in my approach to art direction and design, with a proven track record of creating successful campaigns and deliverables.

**EXPERIENCE**

**Senior Art Director at Stratagon**

- DESIGN AND DELIVER MULTI-CHANNEL CREATIVE DESIGN STRATEGIES FOR INTERNAL AND EXTERNAL CLIENTS AND SUPPORT NEW BUSINESS PROPOSALS AND PITCHES
  - DIRECTLY WORK WITH JUNIOR DESIGNER AND SUPPORT A TEAM OF WRITERS, VIDEOGRAPHER, AND MARKETING ASSOCIATES IN PRODUCING DIGITAL MEDIA, PRINT, EMAIL, AND BRANDING CAMPAIGNS
- Charlotte, NC      September 2019–Present

**Senior Designer at Tattoo Projects**

- DESIGNED AND PRODUCED ELEVATED DIGITAL AND PRINT PIECES FOR CLIENTS LIKE DOMTAR PAPER, HOSTESS SNACK CAKES, SHEETZ GAS STATIONS, AND UNC CHARLOTTE
  - DESIGNED COHESIVE VISUAL IDENTITIES AND BUILT IN-DEPTH BRAND GUIDES INCLUDING VISUAL EXECUTION OF SOCIAL MEDIA PRESENCE, EVENT GUIDELINES, AD CAMPAIGNS, MERCHANDISE, PRINT COLLATERAL, AND WEBSITES
- Charlotte, NC      September 2018–September 2019

**Visual Designer at Barings**

- LEAD CREATIVE FOR BARINGS' GLOBAL PRIVATE FINANCE GROUP
  - SUPPORTED MARKETING OBJECTIVES THROUGH PROFESSIONAL WHITE PAPERS, EMAIL CAMPAIGNS, QUARTERLY REPORTS, AND BRAND ASSETS
  - CREATED ANIMATION STORYBOARDS AND CAMPAIGNS TO BOOST ENGAGEMENT AND ACTIVITY ON SOCIAL MEDIA
  - WORKED ON PRINT, ENVIRONMENTAL AND DIGITAL COMPONENTS FOR LOCAL AND NATIONAL EVENTS
- Charlotte, NC      March 2018–August 2018

**Art Director at Belk**

- WORKED COHESIVELY WITH DESIGNERS, COPYWRITERS, AND MARKETING MANAGERS TO DELIVER HIGH-QUALITY PROMOTIONAL CAMPAIGNS INCLUDING PRINT COLLATERAL, DIGITAL COMPONENTS, SOCIAL MEDIA CAMPAIGNS, POINT OF PURCHASE SIGNS AND DISPLAYS
- Charlotte, NC      September 2017–March 2018

**Senior Designer at Stream Realty Partners**

- DIRECTLY SUPPORTED THE VICE PRESIDENT OF MARKETING IN DESIGNING AND EXECUTING NATIONAL CAMPAIGNS AND MARKETING EFFORTS
  - DESIGNED AND EXECUTED ALL PRINT, DIGITAL, ENVIRONMENTAL GRAPHICS, AND PACKAGING EFFORTS
- Washington, D.C. & Charlotte, NC      March 2015–January 2017

**Studio Stylist at Belk**

- WORKED ON SET WITH ART DIRECTORS AND PHOTOGRAPHERS STYLING HARDLINE AND SOFTLINE MERCHANDISE, LAYDOWNS, AND ON-FIGURE PHOTOGRAPHY FOR DIGITAL AND PRINT MARKETING
- Charlotte, NC      October 2013–March 2015

**Visual Director at Vineyard Vines**

- MANAGED 12 STORES WITHIN THE REALM OF VISUAL MERCHANDISING TO MEET/EXCEED TARGETS AND KEY SELL-THROUGH OBJECTIVES
  - DEVELOPED AND IMPLEMENTED VISUAL POLICIES AND PROCESSES TO ENSURE EVENTS AND NEW STORE OPENINGS ARE CONDUCTED IN AN EFFICIENT AND COST-EFFECTIVE MANNER
- Northeast Corridor NY, NJ, CT, MA      May 2011–May 2013

**Visual Designer/Stylist at J.CREW**

- CREATED ON BRAND IN-STORE DISPLAYS AND WINDOW INSTALLS TO INCREASE CUSTOMER ENGAGEMENT
  - DIRECTLY SUPPORTED SALES GOALS BY MAINTAINING MERCHADISING EXCELLENCE
- Charlotte, NC      September 2009–May 2011

**SKILLS**

UX/UI • WEBSITE DESIGN • BRANDING • PRINT DESIGN • DIGITAL DESIGN • ENVIRONMENTAL GRAPHICS • BROADCAST GRAPHICS • TYPE ANIMATION • SOCIAL MEDIA • PROJECT MANAGEMENT • EMAIL MARKETING

ADOBE CC: PHOTOSHOP/ILLUSTRATOR/INDESIGN • SKETCH • AFTER EFFECTS • KEYNOTE  
MICROSOFT OFFICE: WORD/EXCEL/POWERPOINT • FLUENT ON BOTH PC AND APPLE

**EDUCATION**

**Savannah College of Art & Design**  
SCAD • SAVANNAH, GEORGIA 2005–2009  
BACHELOR OF FINE ARTS DEGREE  
ADVERTISING AND GRAPHIC DESIGN  
SUMMA CUM LAUDE HONORS