

OVERVIEW

Design professional with over 20 years experience in conceptualizing, creating and directing compelling interactive projects including websites, user interfaces for mobile applications and digital sales tools, iconography and social media campaigns, as well in designing print collateral, environmental signage, storyboarding and video editing. An effective decision-maker, team leader and creative thinker for results-oriented design projects. Excellent written and verbal communication to implement successful branding and marketing solutions. Strong knowledge of digital applications to visually communicate and strategize design ideas.

Areas of expertise include:

- creative design conceiving, direction and presentation
- website design, web banners and graphic emails
- user interface design for mobile applications
- social media campaigns and branding
- infographic and iconography illustration
- print, signage and package design
- storyboarding and video editing
- sketch and inversion prototyping

PROFESSIONAL EXPERIENCE

Accenture Interactive
accenture.com
Fort Collins, Colorado

November 2012 - present

Senior Creative Designer

Designing customer experiences and implementing business strategy solutions using digital technology skills and visual design to help clients achieve their business goals. Directed and managed the creative design aspect of many interactive projects including website design, interactive touch screen experiences, digital sales tools, and user interfaces for mobile applications. Created infographic illustrations, iconography, as well as various graphics for social media campaigns, graphic emails and web banners.

- Art directed and designed Alexia Foods and Lamb Weston's websites which also included social media promotions, web banners and emails. Designed user interface and information graphics for Lamb Weston's digital sales tools.
- Lead designer for all VMware products consisting of electronic books, tech briefs, solution guides and infographics.
- Designed the graphics for the interactive 2014 and 2015 Sundance Film Festival Vantage Point Installation.

Ologie
ologie.com
Columbus, Ohio

July 2011 - August 2012

Associate Digital Creative Director

Directed and oversaw creative on all digital projects. Designed websites, graphic emails, and user interfaces for kiosks and mobile devices. Led and managed brainstorm and creative conceiving sessions for creative teams. Directed print and production designers on best practices in web design, user interface design and usability. Worked with internal team and developers to build sites that matched creative strategy and existing branding materials. Presented digital work to clients.

- Designed websites for numerous liberal arts colleges such as Aldephi, Albion, Kenyon, Montreat, Saint Anselm and Ohio University.
- Managed and art directed the project team to redesign the Middle West Spirits website.

Engauge
Columbus, Ohio

October 2007 - November 2010

Senior Designer

Responsible for generating marketing and branding campaigns, designed websites, interactive online games, digital billboards, rich media web banners, graphic emails, and concepted TV spots for local and national business accounts. Worked closely with the packaging division to create corresponding corporate and contest websites, emails and web banners. Duties also included website content organization, directing developers and production designers, concept presentation, video editing, video shoot art direction, costume and set design.

- Designed a branded online interactive game for NGK Spark Plugs called Haus of Hotties and won a 2010 One Show Entertainment Bronze Pencil.
- Full website re-designs for Donatos Pizza, International Delight, and Glory Foods.

Reflex Design & Technology
Columbus, Ohio

November 2001 - October 2007

Creative Director

Responsible for the overall creative direction and design of all projects as well as managing a team of designers and developers to deliver front end visual strategies along with back end application development. Projects consisted of rich media and e-commerce websites, cd-rom interfaces, html graphic emails, video presentations, logo design and branding across all media, as well as signage and environmental graphics. Duties also included developing website architecture and content organization, project management, client service, concept presentation and photo shoot art direction.

- Created a spring break website for American Eagle, who attributed strong sales directly to this marketing effort. Users could view outfits in hotel rooms which tied directly back to AE's e-commerce section, view concert performances, video confessionals, photos and read a blog of the event.
- Designed the Huntington Online Banking website and directed the design of an interactive flash demo on how to use the online banking website.
- Designed and directed the development of an all flash site for Limited Brand's Annual Report that translated the design of the printed report into a unique and exciting interactive experience.

Resource Interactive
resource.com
Columbus, Ohio

July 1995 - June 2001

Interactive Art Director (1998 - 2001)

Responsible for the direction and design of interactive projects, as well as creative concepts and marketing solutions for various retail and high-tech clients, along with directing a team of designers and developers.

- Directed a design and development team responsible for the initial re-design, implementation and monthly launch of Victoria's Secret e-commerce website. Collaborated on the marketing and creative direction for Victoria's Secret Live Fashion Show Webcast.
- Designed Ford's website for their Th!nk Mobility electric bikes and cars to include e-commerce functionality, a product configuration tool, and accompanying dealer site.

Interactive Designer (1995 - 1998)

Responsible for creating and developing interactive graphics for CD-ROMs, user interface screens for intranets, reseller marketing web sites and animated web banners for Apple, CompuServe, Baynetworks, and BMW.

- Designed the user interface screens for BMW Financial's InfoBahn, an intranet based system for dealers nationwide to access a customer database and schedule vehicle maintenance.
- Produced user interface graphics for CompuServe's WOW! online service, and the accompanying WOW! Kids section.

EDUCATION

June 1990 - June 1994

The Ohio State University

Columbus, Ohio
Bachelor of Science Industrial Design/Visual Communications
Video Production Minor

Minerva Art Academie

Groningen, Holland
Exchange Student

September 1988 - June 1990

Ohio University

Athens, Ohio
Graphic Design Major

APPLICATION PROFICIENCY

Macintosh OS and Microsoft Office
Adobe Photoshop, Illustrator, and InDesign
Adobe After Effects and Premiere Pro

PowerPoint and Wordpress
Sketch and Invision prototyping