



## DESIGN/BRANDING

Divergent, “out of the box” thinker with experience in Art Direction, Graphic Design, Print Design, Branding, Project Management, and Design Management.  
Highly motivated self-starter with a passion and desire for achieving high level results.  
Multifaceted communicator in a range of disciplines.



### SELECTED PROJECTS & TECHNICAL SKILLS

- **Computer Skills:** Adobe Creative Suite (Photoshop, Illustrator, Acrobat, InDesign, Dreamweaver), QuarkXPress, Microsoft Office Suite (PowerPoint, Word), on Macs and PCs
- **Projects:** Ads, Banner Ads, Brochures, Business Cards, Charts, Direct Mail, Displays, Logos, Newsletters, Packaging, Websites, Posters, Digital Ads
- **Experience:** Ad Agencies, Newspapers, Direct Mail Firms, Graphic Design Firms, In-House Design Departments
- **Clients:** AARP, McCormick, Chase Bank, BMW, Saab, Bath and Body Works, Nationwide Insurance, Eskimo Pie, Wyndham Hotels



### CORE COMPETENCIES

- Marketing Campaign Development
- Strong Client Relations
- Interpersonal Skills
- Complex Problem Resolver
- Conceptual Creative Skills
- Graphic Design
- Art Direction
- Multi-Task/Prioritize Effectively
- Web Graphics
- Project/Print Management
- Account Management
- Talent Development



### EDUCATION

Maryland Institute College of Art, Baltimore, MD  
CCBC for Web Design



### PROFESSIONAL EXPERIENCE

**AARP** Washington, D.C. June 2012 – December 2013, June 2014 – September 2014, May 2016 - Present  
Consultant/Designer

- Designed and produced a variety of deliverables ranging from ads, direct mail, displays, brochures and charts for AARP, a nonprofit, nonpartisan organization, with a membership of more than 37 million.
- Tracked, scheduled, and coordinated jobs on the BRC.
- Interacted with clients to ensure that jobs were completed to their specifications.

#### Key Achievements:

- Created awareness for the in-house giving campaign with posters and web graphics. This was the most successful campaign in AARP history raising over \$1.182 million dollars.
- Designed a booth for the CIAA Fan Experience in Charlotte, NC, called impressive and the best designed booth at the event. The team said they surpassed their engagement goals due to having such an engaging presence.
- Considered the go-to-person for quick turnaround, and concept development.



## PROFESSIONAL EXPERIENCE

**Freelancer** Baltimore, MD December 2010 – June 2012, January 2014 – June 2014, January 2015 - May 2016

### Art Director/Graphic Designer

- Directed and temped in print and web design.
- Projects included logos, websites, brochure, direct mail, newsletters and package design.
- Clients included AARP, AOPA, AHIP, National Geographic, Creative Intelligence Agency, Olgilvy PR and various temp placements.

**Med-IQ** Baltimore, MD January 2007 – December 2010

### Creative/Art Director

- Successfully managed and coordinated the graphic design department and projects from concept through completion.
- Worked closely with internal clients to create a strong brand that reflected the mission and goals of the company.
- Created highly persuasive direct mail and marketing campaigns, newsletters, event materials, brochures and presentations.

### Key Achievements:

- Played a pivotal role in the company branding effort creating visuals that positioned the company as the most respected medical education company in the US.
- Established trusting relationships with internal clients and key vendors.
- Created internal publications to promote company culture and teamwork.
- Won 2 awards from GD USA's in-house design competition.
- Created procedures that streamlined production and approval processes.

**Euro RSCG 4D** Baltimore, MD June 2003 – November 2006

### Senior Graphic Designer

- In charge of studio operations, (staff of 6), traffic and training interns at direct mail advertising agency. Clients included Chase Bank, BMW, Saab, Bath and Body Works, and Nationwide Insurance.

### Key Achievements:

- Consistently created problem-free files for press.
- Promoted twice in a short period of time for outstanding work and quick turnaround.

**Freelancer** Baltimore, MD December 2000 – April 2003

### Art Director and Designer

- Clients included RTC Communications in Georgetown, D.C., a direct mail advertising agency, and temp work for various agencies and in-house design departments.
- Involved in all aspects of design and production, including client contact and marketing consultation.
- Excellent at comps and presentation materials.

**Visions Marketing** Baltimore, MD December 1999 – December 2000

### Senior Art Director

- Directed production, concepts, and wrote copy for ads and collateral pieces.
- Provided art direction for photography at a small ad agency.
- Accounts included Sterling Optical, Shoe City, Washington Restaurant Group, various small banks and retail accounts.

**References:** Available Upon Request