

AD ● art direction

GD ● graphic design

XD ● experience design

MKTG ● marketing

employment

Art Director + Creative [May 2013–Present] [Freelance | Branding, Experiences, Interactive](#)

Creating insight-driven, marketing-focused design and communications that propel brand engagement through experiences. Currently: Art Director, Business Development at Ogilvy & Mather.

Creative Lead, Marketing + Design [Aug. 2010–Apr. 2013] [D3 | Dynamic Digital Displays](#)

Hybrid Art Director and Marketing Manager role; management of the global marketing process from conception, to design, to execution, through to reporting across the company and its brand portfolio. Create, design and present interactive display-based brand experiences for new business pitches. Provide art direction, design and strategy for industry leading marketing communications.

Manage schedules, budgets, external and internal timelines and client expectations. Copywrite brand strategy and product copy along with creative briefs and storyboards. Work with external PR consultant to develop project-specific media opportunities in coordination with global strategic marketing initiatives.

Interactive Designer, Marketing [Aug. 2007–Aug. 2010] [University of Chicago Press Journals](#)

Develop and manage integrated marketing activities for an array of scholarly titles. Manage: budgets, print/web design, and production. Design, execute and distribute: catalogs, direct mail pieces, postcards, promotional items and instructional booklets. Manage the user interface design of the publishing platform and the design of web-based promotions.

Design + Marketing Manager [Aug. 2003–Aug. 2007] [Indiana University Press Books & Journals](#)

Design and implement marketing, advertising, and branding activities. Manage: design, production, and distribution of direct mail campaigns. Design and execute: book covers, catalogs, and platform-based user interface design.

skills

Technical

Advanced knowledge of: Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver; HTML, CSS, CMS: WordPress and Adobe Business Catalyst; Filemaker, Keynote, and Microsoft Office. Working knowledge of: Flash, Final Cut, After Effects, Cinema 4D, JavaScript, JQuery, and Quark.

Design + Marketing

Interactive design, brand storytelling, website design, information architecture, new business pitches, social media campaigns, branding, experiential design, direct mail, identity systems, logos, book design, brochures, magazines, print buying and production, offset and digital printing, general marketing, campaign planning, video editing, UI/UX design, copywriting and photography.

education

Art Direction [2008–2009] [Chicago Portfolio School](#)

B.A. Design [2002–2007] [Indiana University, Arts and Sciences – Individualized Major Program](#)

B.S. Management [2002–2007] [Indiana University, Public and Environmental Affairs](#)

me

I Geek Out Over: Neckties, shiny things, modern art, NPR, maps, gadgets, various types of cake, podcasts, and fine papers.

The Good: I can start tomorrow, but may speak in a monosyllabic manner before my first cup of coffee.

The Better: I seamlessly jump from strategy to concepting to interactive production.