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Working Designer and Creative Leader with more than 10 years at a senior level, crafting engaging brands, print, digital and creative strategy.

Design Skills

Creative Direction

Art Direction

Graphic Layout

Ad Design

Print Design

Foreign Language Layout

Publication Layout

Information Architecture
Digital Publications

UI/UX

Design for Screens

Website and Mobile App Design

Motion Graphics

Brand Design + Development

Brand Audit

Signage System Design

Event Social Graphics

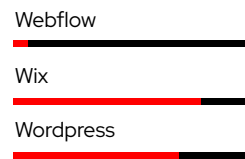
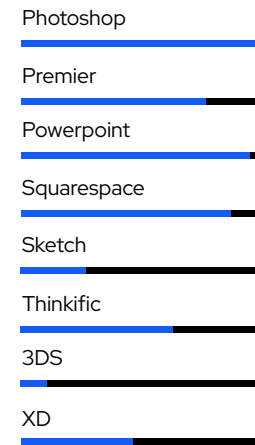
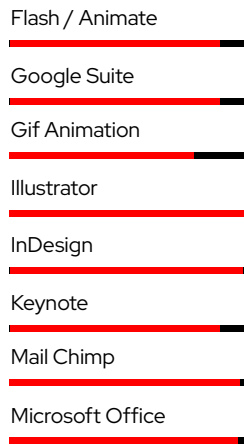
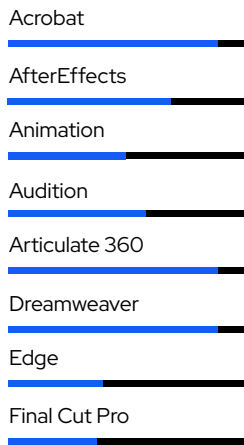
Animation

Video Editing

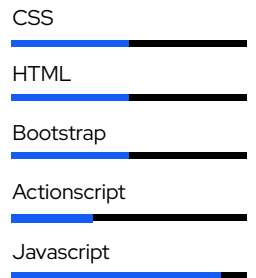
Infographics + Data Visualization

Design for E-Learning

Software Knowledge + Proficiency



Code Frameworks



Education

BFA Graphic Design
Jacksonville University

Magna Cumme Laude
Departmental Honors
Student of the Year

Professional Experience.

**Art + Legend**

(former)Athenaum Design  
Creative Director /  
Designer  
2015 - Current

Creative Leader,  
Design Consultant.

Concept and build impactful, creative design solutions for publications, brand experiences, events, iconic design systems, advertising, communications and campaigns for digital, print, social media, and environmental/interpretive delivery platforms.

Translate business and communications objectives into brand and design experiences that achieve business goals, and build connections between the target market and organization.

Establish milestones and deliverables, manage production budgets, quality control, and the timely delivery of project deliverables.

Collaborate with B2B, B2C, Multi-national agencies, Education, Non-profit and Civic Organizations.

**Public Design Unit**

CEO + Creative Director  
2006 - 2014

Agency Founder,  
Senior Executive for  
Creative Services Firm.

Consult with small to medium-sized community, arts, and Federal, State and Local government agencies to develop marketing and brand programs.

Designed and created print collateral, Annual Reports, websites, landing pages and microsites, social media graphics, brand systems and graphic elements, ad campaigns, sales materials, presentations, museum exhibits, point-of-purchase display, event design, and other digital experiences.


Helped organizations achieve growth, connect with key audiences, and engage communities and gain awareness through design strategy, marketing, and PR.

Specified and managed photoshoots for people and products.

Collaborated with larger agencies to create design solutions for clients.

Produced long and short-form bilingual publications

Supervised and mentored a team that included creative, account/client relationship management, Strategists, project managers and communications/writer staff and contractors to deliver engaging visual content, publications, digital experiences, environmental graphics, and brand programs.

 GDUSA American Graphic Design award for POP Display design.

Designed and managed a city-wide web-based survey to gauge public opinion on light rail and other modes of transit.

Some of the organizations and brands I've designed for:



# More Professional Experience

## Ritz Theatre & LaVilla Museum

2004 - 2006

In-House Design, Marketing and PR Manager

Designed all printed materials, event graphics, show signature artwork for the Theatre and Museum's 40+ shows, concerts, exhibits and programs

Managed the marketing, communications and public relations functions for the museum, theatre and its Foundation.

Wrote copy for promotional materials, business communications and press releases.

Purchased print and broadcast advertising/media.

Developed and managed direct mail promotional campaigns.

Developed a membership program for the Museum.

+ Efforts Increased Event Attendance by more than 50%

+ Achieved 80% average fill rate for the season of shows

## Jacksonville Transportation Authority

2002 - 2003

In-House Graphic Designer

As JTA's in-house graphic designer, I created and developed design projects from inception to completion. I met with internal clients to establish graphic communication needs; collaborated with the Communications and Marketing team to create solutions, and executed these solutions. In addition, I researched design related issues for the authority, worked with photographers and managed photo shoots and the photo archive.

## Teaching + Community

### Houston Baptist University

Adjunct Professor, Design, Cinema and New Media Arts  
2017 - 2019

Teach Adobe Creative Suite, Design Technique, Graphic Layout, Brand Design and Development, Graphic Illustration, Layout Skills, and Design Foundations.

### Lone Star College

Adjunct Professor, Interactive Digital Media  
2015

### San Jacinto College

Adjunct Professor Graphic Design  
2015

Taught design technique, strategy and software to future Game Designers and Graphic Designers. Sharing my passion for Digital Media, design thinking and the development of interactive experiences with my students.

### Jacksonville University

Adjunct Professor Graphic Design  
2007 - 2009

Taught Graphic Design and portfolio development skills to undergraduate design students. Topics include design software, visual communication techniques, graphic layout and composition. Work with students to develop portfolios.

### Douglas Anderson School of the Arts

Adjunct Faculty/ Graphic Design  
2002 - 2004

Led students through the creative process, teaching them to use design software (Adobe Creative Suite) on a professional level to make their design ideas a reality. Teach design concepts, composition, design history, and creative collaboration.

## Community Leadership

AIGA - American Institute for Graphic Arts Member

Annual AIGA Portfolio Reviewer

### Board

Jacksonville Women's Business Center (JWBC)  
2011-2014

JWBC Marketing Sub-committee Chair  
2011 - 2012

City Kids Art Factory Board Member  
2008

### Speaking - Panelist

JWBC Launchpad Entrepreneurship Program

The Mayor's Workshop on The Power of the Web

JWBC Marketing Matters Mentor

### Speaking - Keynote

Junior Achievement Girls Entrepreneurship Conference