



## EXPERIENCE

### FREELANCE DESIGNER

PAIR, LLC. / JULY 2024–PRESENT

- Conceptualized and executed brand-aligned visual strategies for clients across industries, creating digital and print assets, social media campaigns, and web content
- Deliver cohesive, high-quality campaigns within budget, adapting creative direction based on evolving client goals and feedback

### ART DIRECTOR / SENIOR ART DIRECTOR

DAVID JAMES GROUP / JANUARY 2020–JULY 2024

- Develop and execute visual concepts for 360° campaigns supporting major associations, including Water Professionals International (WPI), Society of Women Engineers (SWE), National Society of Black Engineers (NSBE), and National Hydropower Association (NHA)
- Led creative direction for marketing materials across conferences, ensuring cohesive branding and messaging
- Designs include a wide range of materials, including brand guidelines, social media graphics, video promos, websites, digital and print ads, brochures, and presentation decks.

### ART DIRECTOR

MOSAIC NORTH AMERICA / JANUARY 2018–JANUARY 2020

- Develop shopper marketing materials for brands such as Starbucks, Seattle's Best Coffee, and Lindt
- Materials include in-store product displays, online ads, posters, aisle interrupters, and eCommerce experience
- Create sketches to guide final photography, and work closely with photographers on-set to direct creative

### SENIOR DESIGNER

BRIAN HALL DESIGN GROUP / MAY 2014–JANUARY 2018

- Conceptualize, design and maintain consistent and effective packaging, branding, and WordPress design concepts for various clients such as Otis Spunkmeyer, La Brea Bakery, Dolce Vita Retirement Community
- Make effective design and strategic decisions with quick, timely problem-solving skills, utilizing thought-leadership, team leadership, and client-relationship building
- Manage print production process including specifications, quality control, proofing, while maintaining print vendor relationships

### GRAPHIC DESIGNER

LISKA + ASSOCIATES, BRANDING AND DESIGN / SEPTEMBER 2013–MAY 2014

- Build fully custom responsive WordPress websites with advanced functionality while managing site hosting, site migration, database set-up, and client WordPress training with technical support
- Created brand identities for an array of clients, including Charmant Hotel, Chez Event Space, and Petitpren Inc.

### JUNIOR DESIGNER / GRAPHIC DESIGNER

UCHICAGO CREATIVE, UNIVERSITY OF CHICAGO / AUGUST 2010–SEPTEMBER 2013

- Conceived and executed effective marketing-communications solutions to best meet the client needs and promote University brand initiatives
- Managed client relations by pitching creative concepts, overseeing budgets and schedules, coordinating with vendors, and ensuring client satisfaction throughout the process
- Partnered with clients, senior stakeholders, writers, video producers, and web programmers to develop a wide range of communications materials including brand identities, campaigns, print and online communications

### GRAPHIC DESIGN INTERN

BRIAN HALL DESIGN GROUP / JULY 2009–APRIL 2010

- Worked as graphic designer and supplied production support on both print and web design projects
- Worked as lead designer on graphics for philanthropic start-up. Designs included logo, print collateral and a website for newly formed Ovarian Cancer charity
- Worked independently designing branded Hyatt print and display graphics

## SKILLS

InDesign, Photoshop, Illustrator, After Effects, Figma, WordPress, Keynote, PowerPoint, InVision

## REFERENCES

Cheryl Peaslee, Associate Creative Director	cpeaslee@davidjamesgroup.com	630.803.8280
Carlos Ramirez, Creative Director	caramirez@gmail.com	512.294.0841
Brian Hall, Founder	brian@bhdgchicago.com	312.576.3512
Grant Schexnider, Creative Director	grantschexnider@gmail.com	504.400.8973

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225.241.5700

## EDUCATION

### BFA IN GRAPHIC DESIGN

UNIVERSITY OF LOUISIANA  
AT LAFAYETTE

## AWARDS

**ASAE 2023  
Gold Circle Award,  
Gold Winner**

REBRANDING:  
Water Professionals International

**The Telly Awards 2022,  
Bronze Winner**

REBRAND UNVEILING VIDEO:  
Water Professionals International