
PROFESSIONAL SUMMARY

Senior creative professional with 15+ years of experience in art direction, UI/UX design, web design, and brand development across agency, freelance, and in-house environments. Proven ability to lead end-to-end digital projects from strategy and concept through design, development, and launch, while collaborating with cross-functional teams, clients, and stakeholders. Extensive experience supporting B2C, B2B, nonprofit, and Fortune 500 brands with user-centered, results-driven creative solutions.

AREAS OF EXPERTISE

Core Skills: Art Direction • UI/UX Design • Web Design & Development • Brand Identity Systems • Integrated Marketing Campaigns • Digital Strategy • Creative Leadership • Cross-Functional Collaboration • Stakeholder Management • Client Relations • User-Centered Design • Responsive Design • Accessibility-Aware Design • Design Systems • CMS Development • Performance Marketing Assets • Social Media Advertising • Email Marketing • Exhibition & Environmental Design

Technical Skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, WordPress, Drupal, Shopify, Custom Theme Development, HTML, CSS, JavaScript, PHP, Google Analytics, Asana, Microsoft Office, Logo Design, Motion Graphics

PROFESSIONAL EXPERIENCE**UI/Web & Graphic Designer**

Freelance | 2025 - Present

- Collaborated with corporate, nonprofit, and agency partners to produce innovative creative solutions including websites, logos/branding and digital marketing while maintaining brand consistency and strategic objectives.
- Worked with local nonprofits including the Cincinnati Observatory and Last Mile Food Rescue to produce exhibition design and branding for special events

Art Director and Web Designer

The Creative Department | 2010 - 2025

- Led web and mobile UI/UX design projects from concept to launch, partnering with clients, stakeholders, and development teams to deliver high-performing digital experiences.
- Directed and executed brand identity systems and integrated marketing campaigns, producing deliverables including logos, websites, mobile apps, videos, digital ads, and print collateral.
- Reviewed, directed, and approved creative work produced by designers and external partners to ensure alignment with brand guidelines and project goals.
- Refreshed and evolved established regional brands, including Sibcy Cline and Traditions Group, improving visual consistency and audience engagement.
- Developed custom themes and templates for WordPress and Drupal, collaborating closely with developers to ensure technical feasibility and optimal user experience.
- Designed and developed responsive websites and marketing assets for clients including Procter & Gamble, Cincinnati Children's Hospital, i-wireless, Cintas, and Haag-Streit USA.
- Awarded a Gold ADDY for website design for a B2C brand, recognizing excellence in creative execution
- Began as Web Designer, promoted to Art Director in 2018

VOLUNTEER EXPERIENCE**Communications Director**

Northside Community Council | 2022 - Present

Responsible for editing, designing, and publishing the monthly Northsider newsletter, collaborating with neighborhood businesses and organizations to deliver timely, community-focused content. Manage and optimize the organization's digital presence, including website content and social media channels.

EDUCATION**University of Cincinnati**

College of Design, Architecture, Art and Planning

Bachelor of Science in Design - Digital Design Track, Class of 2010