

PROFESSIONAL SUMMARY

I'm a seasoned creative professional with 15+ years of agency experience leading UI design, art direction, integrated campaigns and brand identity projects. I've worked with a broad spectrum of clients, from B2C and B2B brands to startups to Fortune 500 companies, translating complex ideas into design that drives results. My work is driven by attention to detail and a desire to create design with purpose, personality and clarity.

EXPERIENCE

Freelance

UI & Graphic Designer, March 2025 - Present

- Partnering with agencies, businesses and nonprofits to produce creative for websites, campaigns, branding and more
- Working with area nonprofits, including the Cincinnati Observatory to produce exhibition design and branding for special events
- Design and build websites for a diverse range of clients

The Creative Department

Art Director, 2018 - March 2025

- Led UI/Web projects from concept to launch, collaborating closely with clients, stakeholders and web development teams to produce best-in-class digital experiences
- Developed brands and campaigns from concept to deliverables, from mood boards to logos to websites, apps, videos and collateral. Refreshed well-known regional brands like Sibcy Cline and Traditions Group
- Worked with corporate clients to produce innovative, creative work including Cintas and Haag-Streit USA that pushed boundaries while maintaining identity
- Reviewed, directed and approved creative produced by others to ensure alignment with client brand guidelines

Web Designer, 2010 - 2018

- Designed websites, digital ads, and marketing materials for clients including P&G, Children's Hospital and i-wireless
- Developed custom themes for WordPress, Drupal, and other content management systems
- Created animations and interactive tools using Flash
- Gold ADDY Award for website design for a local B2C brand

SKILLS & TOOLS

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| • Adobe Photoshop | • HTML, CSS, JS & PHP | • Logo Design & Identity |
| • Adobe Illustrator | • WordPress | • Integrated Campaigns |
| • Adobe InDesign | • Shopify | • Social Media Advertising |
| • Adobe AfterEffects | • Microsoft Office | • Exhibition Design |
| • Adobe XD | • Asana | • Email Marketing |
| • Figma | • UI/UX | • E-Commerce |

EDUCATION

University of Cincinnati

College of Design, Architecture, Art and Planning
Bachelor of Science in Design
Class of 2010