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# Creative Director, Designer, Animator, Photographer, Illustrator, you name it

I have over twenty years of experience creating strategy, concepting, and designing for global advertising campaigns, building brands and innovative digital experiences. I create innovative work that shapes industries and companies. As a leader, I have experience leading agency and in-house teams using empathy, creativity, strategy, process, and consumer research.

My work is created through an inclusive creative process that combines world-class design with consumer-based insights to create innovative executions that drive customer loyalty and the bottom line. I am passionate about sharing what I have learned with my colleagues and teams.

## TEAM AND THOUGHT LEADER



I successfully build and lead teams that find unique insights to influence consumers, drive revenue, and meet business goals. I also have extensive experience with Agile Methodologies and Design Thinking.

## INNOVATIVE SENIOR DESIGNER



I am a hands-on designer with over twenty years of experience creating the strategy, concepts, and designs for global advertising campaigns and innovative digital experiences.

## PROFESSIONAL EXPERIENCE

### Creative Director | Pearson

2006  
Present

I lead a team of highly creative and motivated video and motion graphics designers. We deliver world-class content across multiple campaigns that drives the bottom line. Including storyboarding, design, shooting, modeling, animating, and delivering high quality and innovative content.

### Art Director | Dyton

2000  
2006

I started as a Graphic Designer and worked my way up through the ranks. My curiosity and enthusiasm for learning allowed me to work on a wide range of projects from graphic design, web, interactive, ux/ui, motion graphics, video, 3D, animation, illustration, and photography.

## EDUCATION

### University of Northern Iowa

College of Humanities & Fine Arts - BA, Graphic Design

### IDEO U

Leading for Creativity