

ABOUT

Leading The Creative Process To Drive Results.

Extensive experience creating concepts, strategy, content, and design for global advertising campaigns across multiple channels.

A graphic designer at heart, but have worked in many disciplines across the creative field. Passionate about building teams and culture, and mentoring others. Adept at leading agency and in-house teams using empathy, creativity, and a well-defined process.

Driven by an inclusive creative process combining design, consumer-based insights, data, and collaboration with cross-functional teams. Used Design Thinking to find unique insights, influence consumers, drive revenue, and meet business goals. One of the greatest joys of the job is building relationships with others to create genuinely exceptional content and experiences.

Expertise:

Adobe Creative Suite | Design Thinking | Marketing | Campaign Development | Client Pitches | Strategy | Team Leadership

Skills and Proficiencies:

- Expert skill set in Adobe Creative Suite to quickly bring designs from ideas to tangible marketing assets.
- Managing multiple projects simultaneously without sacrificing quality or effectiveness.
- Developing strategy and marketing campaigns to increase revenue, traffic, and engagement.
- Advanced understanding of media deployments including print, digital, social, email, web, and video.
- Extensive experience strategically leading teams through the creative process from concept to completion.

EDUCATION

University of Northern Iowa

BA, Graphic Design

WHAT ELSE?

I'm a **musician** (the okayest music you've never heard), **triathlete** (don't act like you're not impressed, and you wouldn't be if you saw my times), **gardener** (who doesn't love fresh veggies, and houseplants, and bonsai?), **cook** (think next-level potlucks), **writer** (short stories), **artist** (painting/ceramics/printmaking), **home brewer** (I make a mean IPA), **yoga teacher** (you gotta stay balanced and flexible), **public speaker** (nerdy design & creativity stuff), **traveler** (anywhere/everywhere). What can I say? I like to keep busy.

PROFESSIONAL EXPERIENCE

Adjunct Instructor, Art: Graphic Design

University of Northern Iowa 2022 – present

Taught a wide variety of courses including Graphic Design, Typography, and Branding. Also taught creative thinking, creative problem solving, and Adobe Creative Cloud software.

Creative Manager | Pearson 2016 – 2022

Provided strategic and aesthetic direction of coordinated campaign initiatives to increase awareness and drive deeper user engagement. Supported \$12M annual marketing budget.

Lead a team of 32 across 6 teams (design, writing, web, video, and project management) to create revenue-generating advertising and marketing campaigns. Collaborated with leaders across the organization to drive results. Articulated rationale behind work with creative, campaign, and product marketing teams.

- Combined campaign and product marketing efforts to grow revenue and increased traffic/usage.
- Used insights gained from Design Thinking to grow usage of mobile app to 6M users annually.
- Leveraged compelling content and exceptional design to deploy 28M emails annually with a Click-to-Open Rate above 40%.

Sr. Designer | Pearson 2006 – 2016

Employed conceptual, design, storytelling, and critical thinking skills to create exceptional creative work. Worked closely with members of the creative team to execute marketing objectives.

- Deployed 5 new national campaigns across multiple channels to win new business in key geographies.
- Developed marketing materials to grow key business unit accounts by \$8.8M
- Increased competitive advantage by training the team on emerging workflows and technologies.

Art Director | Dyton 2003 – 2006

Led junior design staff and collaborated with writers and marketing strategists to bring campaigns to life.

Graphic Designer | Dyton 2000 – 2003

Worked on a wide range of projects including graphic design, motion design, UI/UX, video, 3D, animation, illustration, and photography.