

## ABOUT

I strive to create accessible experiences that visually stun and excite users. My belief is that effective design is the balance between communication, usability and art. In my work, I layer my traditional design training with research findings to create exceptional digital experiences.

## SKILLS

Art Direction

Concept Development

Visual Design

Digital Design

Design Research & Analysis

User Testing & Analysis

Environmental Design

Print Design

## TOOLS

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

Adobe XD

inVision

Ceros

HTML & CSS

## AWARDS

**NORTHWEST FLOWER & GARDEN SHOW**  
*Outstanding Marketing Award, 2017*

**ONLINESHOES.COM**  
*Q3 Most Valuable Player, 2014*

**SCAD VERNISSAGE, LACOSTE FRANCE**  
*Gallery Exhibit, 2008*

**SCAD SAND ART FESTIVAL**  
*3rd Place, 2006*

## EDUCATION

**SAVANNAH COLLEGE OF ART & DESIGN**  
*Bachelor of Arts, 2010*  
Major in Graphic Design  
Minor in Advertising

## EXPERIENCE

### VISUAL DESIGNER - The Seattle Times

May 2018 – Present

- Partnered with the UX Team and Research Team to develop, test, and execute a streamlined story experience
- Collaborated with the Advertising Department to create and launch The Seattle Times Content Studio website and identity
- Design development and execution of The Seattle Times Investigative Fund branding across multiple channels
- Concept development and execution of marketing campaigns
- Ideation and production of video and interactive experiences for external advertising clients

### VISUAL DESIGNER II - McLendon Hardware

Sept 2015 – May 2018

- Took the lead on a new digital marketing team, overseeing and facilitating the revitalization of the brand's web presence
- Served as lead designer, project coordinator, art director, and front-end developer for the In Bloom: A Gardening Guide microsite
- Developed and executed designs for the brand's trade show presence, including promotional material and booth visuals resulting in 600% increase in sales. Awarded the Outstanding Marketing Award
- Led creative campaigns that resulted in a 200% audience growth across social media channels
- Trained and mentored new designers

### DIGITAL MEDIA DESIGNER - Holland America Line

May 2015 – Sept 2015

- Created, coded and deployed email campaigns
- Created visuals for cross-channel and site use
- Drove the visual design and execution for social media contests

### WEB & PRINT DESIGNER - OnlineShoes/Shoes.com

May 2013 – Apr 2015

- Spearheaded, managed and designed the brand's first digital magazine publication through Adobe Digital Publishing services
- Implemented a brand refresh in 2014, ensuring that the new visual language was translated across all channels
- Developed and executed promotional for seasonal marketing campaigns
- Art director for digital, print, and catalog photo shoots
- Trained new-hire and temporary designers

### GRAPHIC DESIGNER - GreenRubino

Apr 2013 – May 2013

### PRODUCTION ASSISTANT - Becker&Mayer!

Feb 2013 – Apr 2013

### GRAPHIC DESIGN INTERN - IndieFlix

Oct 2012 – Feb 2013

### DESIGNER & CREATIVE - Migs Wright Designs

June 2009 – Present