

Innovative Art Director + Graphic Designer adept in leading marketing and advertising campaigns and originating visual designs for marketing collateral. Extensive experience in print and web arenas. Detail-focused leader collaborating with clients and vendors to determine creative requirements and deliver projects on time and within budget requirements. Personable team player with demonstrated success directing and coaching teams of creative professionals. Outstanding aptitude in providing distinctive product photography; extensive experience in photo retouching. Strong technical proficiency including advanced Photoshop skills. Outstanding oral and written communication skills. Core competencies include:

- **Brand Management**
- **Strategic Planning**
- **Target Marketing**
- **Client Relations**
- **Project Management**
- **Public Relations / Advertising**
- **Product Launches**
- **Product Photography**
- **Communications**
- **Promotional Campaigns**
- **Logo Design**
- **Staff Development**
- **Business Analysis**
- **Web Development**
- **Team Leadership**

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## PROFESSIONAL EXPERIENCE

Freelance Art Director + Graphic Designer, 2008 – Present  
Houston, Texas

Devise graphics for print and online marketing collateral. Perform photo retouching and product photography. Foster new client relationships by implementing proven business development strategies. Collaborate with clients to formulate marketing plans with respect to design. Manage daily business administration tasks including accounting and self-promotion.

- Generated packaging for Flip Skateboards' *Extremely Sorry* DVD release. Collaborated with claymation animators and video production company Cirrus Media to design DVD menu animations and navigation.
- Teamed up with Flip Skateboards' Creative Director to design a nationwide print advertising campaign for their new line of *P2 Construction Skateboards*.
- Designed and developed a Flash-based contest page for Activision's *Tony Hawk Ride Video Game*.
- Art directed and designed the Spring 2010 online catalog for Baker Skateboards.
- Supplied designs to be featured in *1000 More Greetings* by Rockport Publishing, due out in Fall 2010 and *Nice To Meet You Too*, due out April 2010. Designs have also been selected for use in the *Concrete Wave Skateboarding iPhone application*, and have been spotlighted on various blogs including *Elizabeth Ann Designs*, *Down the Green Isle*, *Oh So Beautiful Paper* and *FPO {For Print Only}*.

{Cont.}

## PROFESSIONAL EXPERIENCE {Cont.}

Senior Art Director, 1996 – 2008  
Blitz Distribution, Huntington Beach, California

Directed a team comprised of four creative professionals to complete projects for clients. Established time lines and scheduled project milestones. Facilitated pricing negotiations. Collaborated with photographers and attended photo shoots. Championed employee recruiting and hiring; conducted staff performance reviews. Ensured personnel were up to date on continuing education courses. Leveraged knowledge of printing processes to aid in collateral production.

- Devised print advertising campaign and website to help stimulate pro-branded board sales.
- Instrumental in the re-branding of The Firm Skateboards including print, graphics and overall presentation.
- Facilitated design and direction for the Fury Truck Co. brand. Innovated print campaign, graphics for soft-goods, new website, web ads and email marketing campaigns.
- Assisted in launching the Baker Skateboards brand conceptualizing and implementing advertisements, graphics and website design.
- Partnered with marketing director to lead graphic concepts for Tony Hawk's skateboard brand *Birdhouse*. Formulated design ideas, print ads and catalog layout; created film premiere print collateral for *The Beginning* and coordinated its iTunes distribution launch. Coordination & art direction of quarterly graphics with outside design agency.

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## EDUCATION

- Flash for Web Animation Course Fall 2001
- Website Development Certificate Program Spring 2001
- Graphic Design Series Program Fall 2000
- Advanced Web Graphics & Animation Certificate Program Fall 2000

Courses taken at Cal State Long Beach Extension Services.

## PROFESSIONAL DEVELOPMENT

- Adobe Photoshop CS5 Beta Tester
- National Association for Photoshop Professionals Member: 2000 – Present
- Photoshop World: 2005 – 2008
- Adobe Lightroom 2.0 for Photographers, 2008
- Adobe InDesign Productivity Tour, 2005
- Adobe Photoshop Creativity Tour, 2004

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## TECHNICAL PROFICIENCIES

Photoshop, Illustrator, InDesign, Dreamweaver & Flash CS4 | Lightroom 2.0 | Apple Keynote

## INTERESTS

Mid-Century Modern Art & Design | Typography | Photography