

Experience

Principal / Art Director for Angled End Identities LLC (design studio), Portland, OR and San Francisco, CA. 10•01 to present

- » *Develop brands and design assets for a wide range of clients, including multinational corporations such as Tripwire, Panda Express, Rocket Dog Shoes, VMware, Pandora, and Mitsubishi*
- » *Oversee project management and art direction for contract designers*
- » *Regularly collaborate with partner businesses in adjacent fields such as video production, photography, and copywriting*
- » *Manage multiple high-stress efforts simultaneously, including client and contractor relations, business development, project budgets, and art direction*
- » *Manage proposal and contract development, working with design team and clients to scope complex projects, craft proposals, and execute contracts*
- » *Created a sub-brand of the studio dedicated to sports industry branding and brand support for a professional team communications system that we co-created with the Orlando Magic*

Founder / Efficiency Overlord of Fluid Design (educational program), Portland, OR. 6•13 to 9•14

- » *Produced a high quality educational course based on elegant instructional videos and dedicated to graphic design efficiency*
- » *Created and managed multiple promotional channels leading up to the main product launch*

Art Director for Softeon, Inc. (logistics software company), Vienna, VA. 10•00 to 4•11

- » *Oversaw the creation and evolution of the Softeon brand and its product sub-brands, paying special attention to the logistics industry's biggest players to bolster competitive positioning*
- » *Created high-quality assets in a wide range of communication channels (print, identity, digital, direct marketing, video, interactive, signage, and more)*
- » *Translated obscure technical concepts into elegant, layperson-friendly messaging*

Senior Designer for Lawrence Marie Inc (design studio), Arlington, VA. 1•99 to 9•00

Designer for Woodward / Hastings (design studio), Raleigh, NC. 1•98 to 1•99

Designer for Lightstream (design studio), Knoxville, TN. 10•97 to 12•97

Designer for Graphic-FX (design studio), Maryville, TN. 5•97 to 12•97

Design Intern at Macromedia (media software company), Palo Alto, CA. 5•96 to 8•96



Skills

- » Work with a wide variety of client types and sizes, and understand the need to take a top-down approach to product development — learning about the client, target audiences, competition/market, and expected challenges before delving into how to best achieve project objectives.
- » Highly organized and thorough, especially in the development and use of complex planning, management and information systems.
- » Expert knowledge of and superb efficiency with Adobe Creative Cloud applications, as well as the design/development process as a whole.
- » Strong working knowledge of UI development/prototyping using Sketch, InVision, Principle and Zeplin.
- » Fluent in all aspects of HTML and CSS-based layout, including grid systems, responsive structure, and multi-resolution solutions. Adept with the implementation of most common scripting languages (JavaScript/jQuery, PHP, etc.) and highly experienced with WordPress.
- » Broad knowledge of business development, client relations, team management, and multi-channel promotional campaigns.
- » Several years of experience developing non-website online footprints: newsletters, blogs, social media, and inbound linking.
- » Driven problem-solver in the realms of aesthetics, engineering and communications; intent on efficiently producing excellent results.
- » Highly effective verbal and written communicator; graduate of multiple courses focusing on authentic communication and emotional intelligence.

Education

BFA in Graphic Design / Illustration, University of Tennessee, 1997.

