

SUMMARY

An experienced design leader with strong analytical and critical thinking skills who is equally comfortable in the creative and operations spaces with a focus on efficient production processes and driving brand consistency across channels.

WORK EXPERIENCE

RR Donnelley, 2019–Present

Associate Creative Director, The Home Depot | In-Store Environment (2020–Present)

- Leads the creative team, which is responsible for conceptualization, design and execution of creative projects for The Home Depot's In-Store Environment
- Oversees the creative team's work from concept through production to ensure consistent, on target and on budget work is completed under tight deadlines
- Collaborate with the Creative Director, end-client and production team to identify project needs and design finished product to support the businesses and marketing objectives of client's brand strategy and maintain the creative concept of the work, keeping it on strategy, meaningful and visually impactful
- Effectively communicate with peers, senior management and clients across all topics from business to creative to understand client needs and allocate resources to solve business challenges through marketing and smart creative design
- Provides thought leadership and excels in incorporating a connected consumer experience across media. Experienced in all areas of creative including business strategy, design, typography, production and prepress skills
- Collaborates with the Creative Operations team to evaluate and identify areas of improvement for internal process that will benefit overall work objectives
- Coordinates with clients and print production managers and other agencies to develop new conceptual designs on brand that deliver on merchant and marketing objectives.

Senior Art Director, The Home Depot | In-Store Environment (2019–2020)

- Conceptual designs for seasonal projects including Spring Black Friday, Halloween and Holiday
- Provides production support to produce technically correct, print ready mechanicals for release

NCR Corporation, 2008–2019

Art Director (2018–2019)

- Concept event theme graphics and create style guides to drive consistency when handed off to production team and other channels and review work to ensure quality
- Develop identities for internal programs including wellness and employee engagement/culture
- Source and design unique promotional and print products for use at career fairs and hackathons
- Design infographics, event experiences, web graphics, brochures, flyers, promo items, and more

- Provide strategic consultation for global programs including global new hire onboarding kits, employee engagement events, and learning events
- Train new hires, agencies of record, and preferred vendors on the brand guidelines and processes

Senior Graphic Designer & Production Manager (2014–2018)

- Created print-ready or web-ready templates per new brand guidelines including print collateral, digital, and office templates to ensure brand consistency across all deliverables
- Maintained vendor relationships and participate in RFP for approved print vendors globally to promote cost savings and consistent quality
- Onboarded new hires
- Designed trade show and event signage and collateral, promotional materials, marketing collateral, and digital assets
- Provided art direction and mentoring to production designers, junior designers, and interns
- Managed direct reports and indirectly managed design contractors

Graphic Designer & Project Manager (2011–2014)

- Researched and implemented new project management tool
- Managed daily traffic to prioritize and schedule design requests
- Continued to provide design support
- Maintained image library of 4,000+ images, ensuring consistent file naming, keywords, and output specifications
- Created templates for print and web to streamline workflow

Graphic Designer (2008–2014)

- Updated print collateral, as part of global rebrand initiative, including templates, sales sheets, case studies, promotional materials, and more
- Managed press checks to ensure print quality and production schedule
- Designed print collateral for digital and offset printing presses

XO Create!, 2007–2008

Junior Designer

Designed packaging (incl. dielines and structural mockups), brochures, logos, trade show booths and environmental signage in a retail space

Freelance Designer, 2006–2008

Cartoon Network, U1 Design, Raise Studio, Mop Dog, Hothead Studios

SKILLS

Software

Adobe Creative Suite

- InDesign
- Photoshop
- Illustrator

Office 365

- Excel
- PowerPoint
- Word
- Outlook
- Teams
- Sharepoint

Google Suite

- Sheets
- Docs
- Numbers
- Drive
- Chat and Meet

Project Management

- Workfront
- Aproove
- FunctionFox
- Basecamp
- ProWorkflow

Asset Management

- Aprimo DAM
- Server Optimization
- Creative Cloud Libraries

EDUCATION

Bachelor of Graphic Design,
The Art Institute of Atlanta (2005)

Magna Cum Laude