
EDUCATION

Northern Illinois University, 2005
B.F.A. Studio Art-Visual Communication
Minor: Journalism/Public Relations

PROFESSIONAL MEMBERSHIP

AIGA: The Professional
Association for Design

SKILLS

Fluent

Adobe Creative Suite
Adobe GoLive
Audio Engineering
CMS: Various platforms
CSS
Data Mapping
HTML (including e-mails)
Joomla
Microsoft Office
Mac Platform
PC Platform
Soundforge
WordPress

Learning

Actionscript 2.0/3.0
jQuery
PHP

EXPERIENCE

Oh See Design

January 2005 - Present | Principal Creative

Self-created design firm that has grown into a collaborative effort with other creatives to assist national clients in resolving communication needs. Client projects include: branding, corporate collateral materials, environmental graphics, identity packages, invitations, event marketing and online presences.

Martopia

August 2011 - Present | Senior Designer/Programmer

Served as creative lead in a number of B2b and B2C print and web marketing campaigns. Responsible for interpreting client goals, establishing creative direction, coordinating artwork and materials, working within budget constraints and collaborating with fellow employees to achieve targeted satisfaction.

Illinois Association of School Business Officials

October 2006 - August 2011 | Director of Marketing

Responsible for the creation and direction of all artifacts to maintain the Association's external presence. Duties included creation and maintenance of a graphic standard that is both intriguing to members and flexible to accommodate all employees' levels of expertise.

Pinnacle achievements include:

- + Full redesign of the Association's website while coordinating with an external content management company for maximum browser versatility.
- + Yearly execution of all marketing and collateral material for the Association's Annual Conference from pre-conference marketing to on-site details such as signage, conference program design and banquet conceptualization.

Additional day-to-day projects centered on: creating marketing directives, copy writing, maintaining HTML-based e-mails, project management and coordination of association sub-brands.