

SUMMARY

Creative content developer and designer passionate about creating original designs and engaging promotions in a team environment to further the impact of a collective vision. Collaborative and execution-oriented expertise with a track record of driving project efficiency from concept to completion. Attention to detail, fresh and colorful designs, and the ability to synthesize campaign components are hallmarks of my work.

OBJECTIVE

Graphic Designer in an innovative environment where visual problem-solving, project management, and creative leadership is needed.

SKILLS

Graphic Design

Adobe InDesign

Project Management

Adobe Photoshop

Layout

Adobe Illustrator

Asana

Typography

Creative Direction

Technical Drawing

Adobe Lightroom

Canva

Illustration

Creatopy

PROFESSIONAL HISTORY

Creative Content Developer – Forrest Health, Hattiesburg, MS
2017–Present

- Provide graphic solutions for social media, digital advertising, branding, and print media. Graphics are tailored for the end-use platform assuring clear communication and engaging content across all media.
- Direct creative process by developing creative content, support materials, and messaging. Creative direction is communicated to team members and key players via project management software and shared files.
- Manage branding files and guidelines for all Forrest Health facilities including the development of an online graphic standards and logo library. Maintaining consistency in branding across facilities nurtures brand awareness and public trust.
- Project manage graphic design requests for all facilities submitted via an online request form. Communicating with clinical staff regarding marketing requests widens my breadth of knowledge of the target audience and gives me fast feedback on the effectiveness of collateral or a campaign.

Graphic Designer – Copy Cats Printing, Hattiesburg, MS
2012–2017

- Created print materials for Mississippi-based companies ranging from small businesses to large medical facilities and corporations. Materials included business cards, stationery, brochures, campaign fliers, posters, forms, programs and books.
- Communicate and collaborate with company president and staff to produce high quality printed products and services for a regular and constantly changing customer base.
- Maintained brand consistency in print materials for companies and organizations with graphic guidelines.
- Utilized preflight software and procedures to check incoming customers' files and assured press-ready files regardless of origination software.

Sales Associate and Supervisor – Macy's, Bozeman, MT
2010–2012

- Established selling consistency in a women's clothing department to encourage business growth and a pleasant shopping environment for customers.
- Provided support to store management and associates during the holiday season. Fielded customer requests, provided selling support and instructed new holiday hires.

ACCOLADES

2019 Maggie Award

2018 Annual Report Design
Mississippi Hospital Association

2018 Maggie Award

2017 Annual Report Design
Mississippi Hospital Association

EDUCATION

Bachelor of Arts, Illustration

Indiana Wesleyan University, Marion, IN
April, 2003

REFERENCES

References available upon request.

Freelance Graphic Designer – Design & Print Interests, Milford, CT

2009–2010

- Executed design projects for the company's clients; including quarterly mailers, seasonal newsletters, biannual catalogs and various print collateral.
- Archived image and logo files associated with catalog and print projects.

Freelance Graphic Designer – G-III Apparel Group, West Haven, CT

2008–2009

- Supported design staff as a graphic artist working in Adobe Illustrator on apparel production art. Handled licensed logos of national and college sports teams; applied requested team logos and color palettes to pre-determined graphic designs.

Freelance Graphic Designer – Kirchoff/Wohlberg, Madison, CT

2007–2008

- Collaborated on a series of 174 Leveled Reader books complimenting a Grade 1 Reading program. Offered services ranging from page layout and design to quality control pre-press check of InDesign files.

Production Staff/Team Lead – New England Typographic Services, Bloomfield, CT

2005–2007

- Established as team leader over five production staff for ancillary reading materials project. Reported status of daily deadlines to project supervisor, facilitating prioritization of page production and project task lists.
- Implemented design specifications in page layouts developed by adjoining design teams.
- Administered quality control processes on individual files. Reviewed colors, styles, layers, fonts and linked art to assure clean files for printing and archiving.
- Created technical art in Adobe Illustrator for a text book math program, following tech art specifications established by the client.