

experience

Torque Creative05.13—6.22

interactive design manager / senior interactive designer

- web and UI design, online advertisements and social media strategy
- art direction and design approvals for a team of full-time and freelance designers, ensuring that work is on-brand and of high quality
- planning and direction of photo shoots, working with photographers and professional talent for lifestyle, in-use and still-life product photography
- light copy writing
- brands serviced include RYOBI, RIDGID, Homelite, HART, Milwaukee, The Home Depot, Walmart and others

OfficeMax, Incorporated05.08—08.12

senior designer, brand strategy

- establish brand look and feel and guidelines for in-store seasonal and ongoing campaigns, and special projects, develop style guides for same
- concept and design across multiple channels: print, web & mobile app
- liaison with external entities (e.g. agencies & app developers) to provide design support and ensuring brand guidelines were properly observed
- concepting, casting and directing for corporate recruitment video
- planning and direction of photo shoots, working with in-house photographers and professional talent for lifestyle, environment and still-life product photography
- assumed director responsibilities in absence of my manager, leading a team of 4-5 designers

Horizon Displays and Advertising07.04—07.07

art director/graphics manager

- manage design team and provide creative input for tradeshow display graphics, web and print design projects
- produce trade show graphics and signage, using large format printers and production methods

Robis Marketing, Incorporated.....10.01—07.04

lead designer

- digital and print design, copywriting and production including web sites, digital presentations, packaging, advertisements, catalogs and brochures

freelance designer since 1996

various print design and web development projects.

partial client list:

- Create Space/Amazon Publishing CHARLESTON SC
- Capital Records/EMI Music CMG Publishing BRENTWOOD TN
- Three Point Oh! Multimedia GREENVILLE SC
- Wheaton Drama, Inc. WHEATON IL
- lo-fidelity records NAPERVILLE IL

education

University of Illinois, Chicago, IL BFA [12.00]

- Focus in painting and printmaking
- Deans list

College of DuPage, Glen Ellyn, ILAA [06.94]

- Presidents list, member of Phi Theta Kappa Honor Society
- Student Representative to the Theater Seasons Committee for 1996–97

software

Adobe

- Photoshop
- Illustrator
- InDesign
- XD
- Premiere
- Acrobat

Quark

- Xpress

also: proficiency or familiarity with various video and motion graphics and productivity software packages, Wordpress, some light HTML; familiarity with Mac and Windows OS, and troubleshooting in both environments.

foreign languages

I can read and speak Spanish with fluency and can write it reasonably well. In addition, I can read and understand college-level French.

other

Illustrator and portraitist and printmaker. Bass player—played bass on various nationally-distributed projects. Active in community theatre—acting, directing, and technical design. Avid cyclist.

portfolio

bassline-shift.com

references available upon request