

DESIGN

ART DIRECTION

ILLUSTRATION

EMPLOYERS

Abbott
Lake Forest, IL
2021 to Present

Great Impressions LLC
Milwaukee, WI
2021

LPI Inc
New Berlin, WI
2014 to 2020

Bon-Ton Stores Inc.
Milwaukee, WI
2013 to 2014

KOHL's Department Store
Menomonee Falls, WI
2013-2013

SC Johnson
Racine, WI
2010 to 2013

Milwaukee Journal Sentinel
Milwaukee, WI
2001 to 2010

EDUCATION

BA - FINE ART, University of Wisconsin-Parkside

AWARDS

Journal Communications Group, PRESIDENT'S AWARD
- As a Features Designer, I won this annual award given to one employee at the Milwaukee Journal Sentinel for outstanding service and success in the newsroom.

Lee Enterprises, PRESIDENT'S AWARD - As Graphic Design Editor, I won this yearly national award for outstanding accomplishments in the newsroom at the Journal Times — one of 50 newspapers across the U.S. owned by Lee Enterprises.

Society of News Design, ILLUSTRATION - An international award for an illustration published in the Milwaukee Journal Sentinel's Cue section.

Society of News Design, REDESIGN - An international award for the redesign of the 'Weekend Cue' section in the Milwaukee Journal Sentinel.

ART & CREATIVE DIRECTION

LPI - As the Creative Services Manager that oversaw print and digital design customized for over 10,000 non-profit businesses across the country, I provided art direction for websites, social media platforms, promotional materials, logo & brand identities, brochures, newsletters, etc. I also illustrated for and managed the digital assets library containing over 100,000 pieces of artwork which was downloaded by external customers weekly. I shaped and managed brand standards, and ensured all products met those standards.

Great Impressions - As the multimedia designer, I conceived, developed, and delivered all creative needs— brand awareness, print, web, social, marketing, ecommerce — to support product, marketing, and business objectives.

MARKETING

Abbott - As a Brand Designer in the Core Diagnostics Global Marketing department, I create and implement materials for multichannel campaigns that focus on brand awareness and product promotion for both B2B and B2C. I design emails and newsletters using Maestro for global distribution.

LPI - As Art Director, I worked closely with top leadership to translate corporate and marketing objectives into clear creative strategies. I evolved the organization's products to be more industry and customer-centered through upgraded design and quality control processes in place, building a strong and sustainable competitive advantage throughout the industry, which led to a 40% sales increase for customized websites and the launch of 3 new products. I reinvented the corporate brand from logo redesign - to product brochures, website, and social media platforms.

SC Johnson - As Senior Designer, I worked closely with the Marketing, Sales, and RD&E departments to create product packaging — from concept to global market, which included designed labels, packaging print specs, and branded store displays for top brands such as Raid®, Glade®, Kiwi®, OFF!®, Windex®, Ziploc® and more. I designed promotional materials such as flyers, advertisements, and newsletters to support sales and segment development efforts to drive products into the market. I provided tactical support in all aspects of managing the product life cycle.

Bon-Ton Stores Inc - As a Designer, I assisted Art Directors in the Sales, Promotions & Marketing department with the execution of circulars, home mailers, advertorials, and all other promotional marketing sales collateral.

MANAGEMENT & LEADERSHIP

LPI - As the Creative Services Manager, I built a team of 11 designers that significantly elevated the visual strategy of products for over 10,000 customers. I managed the operational and fiscal activities of the department including: staffing levels, budgets, operational controls and processes, and financial goals. I supervised the department's daily workflow, assigned project workload, and monitored deadlines.

I directed brainstorming meetings/creative sessions with both top management and design teams.

PACKAGE DESIGN

KOHL'S Department Store - As a Package Designer, I worked in tandem with Art Directors in the execution of labels, jokers, hang tags, stickers, and box labels for major brands such as Simply Vera, Sonoma, So, Jumping Beans, and Lauren Conrad.

SC Johnson - As Senior Designer, I worked closely with the Marketing, Sales, and RD&E departments to create product packaging — from concept to global market — designing labels, packaging print specs, and branded store displays for top brands such as Raid®, Glade®, Kiwi®, OFF!®, Windex®, Ziploc® and more.

Great Impressions - As the product development designer, I created and developed original product lines, improved existing product designs, and monitored competitors of similar products to match quality and performance. I also developed and managed ecommerce sites for B2B and B2C needs.

UI/DIGITAL DESIGN

Abbott - Design/edit animated videos, PowerPoints, and websites for various product campaigns. Design static and animated Ads for social media product communication - specifically Abbott's LinkedIn page. Create and edit internal SharePoint sites for various Core Diagnostics product owners. I am the site admin for the new employee on-boarding Learning Management System (LMS). I create web-based marketing emails using Maestro.

LPI - In both roles as Senior Designer and Art Director, my duties included UI design of the corporate website. I designed wireframes of each individual screen —what should go where, how much space between each element, what visual patterns, buttons, colors, fonts, icons, and sliders to use — focused on interactivity and responsive design. As part of LPI's Rebrand and Website product, I provided art direction/UI design for customer websites, which included a rebranded logo and identity, and all visual and interactive touch points of the website.

SC Johnson - I designed animated powerpoint presentations to support sales and segment development efforts to drive products into the market.

Great Impressions - As the social media designer, I created creative assets for their social media sites promoting marketing campaigns that focused on brand awareness and product promotion. I also developed and managed SMS posts and their ecommerce site for B2C exclusive products.



Google Slides