

VENTURES

senior designer | **PEAK6** | **05.22 - PRESENT**

- ▶ Senior designer for this leading global fintech investments firm focusing on user interface design for our branded portfolio of companies, marketing campaigns, internal communications, social media campaigns, and branding systems
- ▶ Assists with establishing art department standards for production, productivity, quality, and client service
- ▶ Ensures team adheres to current processes, identifying opportunities for continuous improvement, and proposing and creating processes and tools to support design operations

art director | **FERNANDO'S MEXICAN CUISINE** | **07.15 - PRESENT**

- ▶ Freelance designer, photo art director, and creative project manager for this upscale, boutique chain of Tex-Mex restaurants serving the Dallas, TX area
- ▶ Art direct photo shoots featuring cuisine, beverages, catering displays, restaurant interiors and exteriors, and catering events
- ▶ Assist the owner and catering director with marketing initiatives, menu design, restaurant signage, email campaigns, social media campaigns, website design and website assets

senior designer | **ADAMS COUNTY GOVERNMENT** | **06.18 - 05.22**

- ▶ Creative designer and collaborator on a nine-person communications team for one of the largest counties in Colorado — a county just outside of Denver
- ▶ Collaborate with internal clients, community partners and the communications team to establish project goals and create compelling campaigns spanning from internal communications to county residents and the community
- ▶ Implement design across a variety of platforms including event graphics, websites, email campaigns, social media campaigns and print collateral

art director | **BLUEBAZOOKA CREATIVE STUDIO** | **10.13 - 05.18**

- ▶ Co-directed creative services for this boutique design studio focusing on print design, digital design, motion graphics, branding and campaigns
- ▶ Implemented creative campaigns through strategy, concept development, marketing initiatives, graphic design, website graphics and copywriting
- ▶ Acquired new accounts and business development leads, presented ideas to clients and engaged in creative strategy sessions
- ▶ Managed, sourced and art directed photo shoots, printing services, website development, graphics and copywriting

SUMMARY

Creative professional with over 15 years serving as an art director, graphic designer, user-interface designer, and a design generalist for large and small scale projects within product, marketing, creative, and communication fields. Thorough understanding and passion for design processes, creative solutions, and fostering relationships.

SKILLS

adobe creative cloud
adobe after effects
adobe illustrator
adobe indesign
adobe photoshop
adobe xd
campaign development
content management
figma
google workspace
jira
project management
photo art direction

VENTURES CONT'D

art director | BEAUTICONTROL | 02.12 - 06.13

- ▶ Art director for this multi-level marketing company featuring skincare, cosmetics and accessories — a Tupperware brand/company
- ▶ Conceptualized and art directed product and model photo shoots based on the company's fashion objectives and brand guidelines
- ▶ Designed collateral across a variety of platforms including magazines, catalogs, event graphics, email campaigns, print ads, and digital ads

assistant art director | JCPENNEY | 02.10 - 09.11

- ▶ Assistant art director for this Fortune 500 retail department store, focusing on campaigns, graphic design and photo art direction
- ▶ Conceptualized and art directed photo shoots concerning product styling, lighting, set design, attitude and color of merchandise
- ▶ Designed a variety of advertising collateral as well as print and digital catalogs to achieve the company's fashion standards and branding goals

production artist | LUXURY HOME MAGAZINE | 07.08 - 10.09

- ▶ Created magazine spreads and layouts for this high-end real estate magazine in the Dallas-Fort Worth area
- ▶ Managed pre-press prior to printing, attended press checks and edited photos to obtain high quality images

SMARTS

BACHELOR OF FINE ARTS

Focus: Graphic Design

THE ART INSTITUTE OF DALLAS

BACHELOR OF INTERDISCIPLINARY STUDIES (B.I.S.)

Focus: Mass Media & Communication

ARIZONA STATE UNIVERSITY

SKILLS

adobe creative cloud
adobe after effects
adobe illustrator
adobe indesign
adobe photoshop
adobe xd
campaign development
content management
figma
google workspace
jira
project management
photo art direction