



Visual designer and art director with a wide range of creative experience.

## EXPERIENCE

### Visual Graphic Designer

UNIVERSITY OF WASHINGTON ALUMNI ASSOCIATION | 2013 – CURRENT

Work collaboratively with 12-person team to create innovative design concepts that engage alumni and increase membership, through event promotion and storytelling that highlights alumni impact and innovation. Create cohesive design solutions for deadline-driven marketing campaigns across multiple channels— websites, social media, print, displays, email, and live-stream event assets.

**MARKETING COLLATERAL:** Design and manage print production of posters, invitations, brochures, signage, advertising, event displays, and PPT presentations to grow membership and promote events.

**DIGITAL & VISUAL ASSETS:** Design visuals for print (posters, direct mail, infographic reports), websites, app and social channels, for a wide range of audiences and ages. Visuals for academic lecture promotion, receptions and member social events.

**EMAIL CAMPAIGN SYSTEM DESIGN:** Designed a responsive email system using best practices. Improved user experience on desktop and mobile devices. Art direction of email editors. Address and resolve technical and design issues. Customize module code as needed.

**WEBSITE DESIGN:** Designed websites for the Alumni Association (UWAA), *University of Washington Magazine* and several event-specific websites, to enhance usability, storytelling capabilities, and brand expression. Role: Ideation, interaction design, architecture, wireframes, prototypes, visual assets. Drafted style guides to ensure consistent brand guideline were met.

**APP DESIGN:** Redesigned member app product to align with website, developed new browsing experience to incorporate event registration and “like” feature to increase customer engagement. Role: interaction design, visual design, asset creation. Ongoing UX and feature design with a customer-focused approach.

**PHOTOGRAPHY & VIDEO:** Supplement photography as needed, from swag promotion to campus beauty shots. Create animated gifs and short videos.

### Art Director, Digital and Print Graphic Designer

FREELANCE | 1990 – PRESENT

Develop digital marketing and print design concepts and solutions tailored for audience, stakeholder objectives, messaging, branding consistency, budget. Stakeholder communication, project management, production management, vendor management. Long-form documents and hand-books, booklets, posters, direct-mail, packaging, website, email design. Art direct designers and illustrators.

### Senior Graphic Designer

MERRILL GARDENS | 2002 – 2012 | CONTRACT POSITION

Designed sales packets, advertising, direct-mail and on-site collateral in a fast-paced environment for 60 retirement communities, targeted towards current and prospective residents. Created sales materials for new real estate developments, including folders, floor plans, brochures and advertising.

## SKILLS

- Art Direction
- Visual Graphic Design
- Long Document and Epub Design
- UX Design, UI Design
- Prototypes, Mockups
- Coding: CSS and HTML
- Wordpress
- Data Visualization
- Social Media Graphics
- Video Editing
- Print Design
- Web Design | App Design
- Photography
- Typography
- Color Theory/Composition
- Project Management Skills
- Strong Organizational Skills
- Creative Problem-Solving
- Attention to Detail

## DESIGN TOOLS

- Adobe Creative Suite
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe XD
- Adobe After Effects
- Sketch
- Microsoft Office

## EDUCATION

School of Visual Concepts | UX CERTIFICATE

User research, information architecture, prototyping tools and UX testing

Art Institute of Seattle | AAA DEGREE

Visual Communication; Honor roll

Edmonds Community College | AAS DEGREE

Transfer Degree; Dean's list

Western WA University | VISUAL COMMUNICATION

77 credits towards bachelor degree: Design, art, computer science, music, science, math, accounting, humanities; Dean's list

## AWARDS

Over 20 awards and publications including:

CASE 2018 National Silver and Regional Bronze: Digital Magazine

American Graphic Design & Advertising: #25, 28, 29, 30

Album: Style and Image in Sleeve Design by Nicholas de Ville

JUDGE PANELIST for CASE 2020 Design Awards

