



Seasoned professional with a broad range of print and digital design experience.
Recently certified in UX design.

EXPERIENCE

Visual Designer

UNIVERSITY OF WASHINGTON ALUMNI ASSOC. | 2013 – PRESENT

Lead visual designer for website, email and app. Create cohesive design solutions for marketing campaigns across multiple channels (print and digital). Collaborate with 10-person marketing team.

Designed a responsive email system for event promotion and e-newsletters that modernized and greatly improved the experience for desktop and mobile users.

Designed new websites for *Columns Magazine*, several event-specific sites, and the Alumni Association's main website. Role included responsive visual design, information architecture, wireframes, high-fidelity mock-ups, UX testing mock-ups, redlines, image assets and style guide.

Senior Graphic Designer

MERRILL GARDENS | 2002 – 2012

Designed all marketing collateral for 60 retirement communities, directed towards current and prospective residents. Ensured branding consistency across all deliverables. Contract position.

Art Director, Digital & Print Designer

FREELANCE | 1990 – PRESENT

Digital and print design solutions tailored for target audience, stakeholder objectives, messaging, branding consistency and budget. Client contact, project management, vendor management. Art direct creatives and work with developers, depending on project needs.

SKILLS

Visual design, UX design, user research and testing, prototyping, CSS, HTML, Wordpress, photography, project and vendor management, art direction, communication with clients, creatives and developers.

TOOLS

Adobe Creative Suite: Photoshop, InDesign, Illustrator, Dreamweaver; Sketch, Axure, pen and paper.

AWARDS

Over 20 awards and publications including:

Logo Re-Design 2.0

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

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

EDUCATION

School of Visual Concepts | UX CERTIFICATE

User research, information architecture, prototyping tools and UX testing

Continuing Education

Regularly use Lynda.com, School of Visual Concepts and others to stay up to date with technology and design trends.

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

Design, art, computer science, music, science, math, accounting; Dean's list