

## SKILLS

Branding & Identity  
UX/UI Design  
Art Direction  
Graphic Design  
Content Creation  
Copywriting & Email  
AI Prompting  
Wireframing & Prototyping  
User Research & Testing  
Information Architecture  
Web Development  
Project Management  
Marketing Strategy

## TOOLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Dimension  
Figma  
Chat GPT  
Midjourney  
Alpine IQ  
Balsamiq/InVision  
Wordpress/HTML/CSS  
MS Office/Google  
Basecamp/Asana/Zoho  
Slack/InfusionSoft

## EDUCATION

UX Design  
Career Foundry  
2020 to 2021

Syracuse University  
1988 to 1992  
B.A. in Film Art

## OBJECTIVE

With 15 years of industry experience encompassing visual design, web development, branding, UX/UI design, and project management, I am actively pursuing a role with a dynamic creative services team. Drawing upon my diverse skill set, I aim to contribute my expertise and creativity in leading and shaping compelling artistic visions.

## EXPERIENCE

### Art Director

*GSDManagement, LLC.* | Nov 2022 - July 2023

- Lead creative direction for a diverse portfolio of businesses, crafting and managing sub-brands that resonate with targeted audiences.
- Designed and managed comprehensive marketing campaigns across email, SMS, digital and print, including high-end magazine advertisements, significantly boosting brand recognition and customer engagement.
- Oversaw the design, sourcing, and production of swag items, packaging, and signage to bolster brand visibility and appeal, utilizing AI tools to speed production.
- Strategic planning and execution of promotional events and campaigns, successfully driving customer engagement and business growth.

### Senior Visual Designer

*Compass Marketing* | Nov 2021 - Sep 2022

- Provided design and art direction for client accounts in the real estate and health care industries, creating assets for both digital and print, including ads, brochures, email campaigns, product design, stationary and signage.
- Collaborated with design team on projects, interfaced with clients to refine design iterations for print and web, and maintained client websites.
- Maintained advertising production schedule, meeting regular tight deadlines, and managed projects for multiple clients simultaneously.

### Senior Manager - Graphic Design Production

*The Shift Network* | Jan 2021 - July 2021

- Provided UI design for all devices for the launch of Shift's 2.0 brand. This included design for pages on the corporate site as well as pages for coursework, summits and festivals.
- Created visual IDs and on-brand visual designs for The Shift App, evergreen courses, online festivals and summits, and miscellaneous marketing requests company wide.
- Managed the production of all marketing assets for online summits and festivals including sales pages, social media, ads and email marketing.

### Freelance Designer & Wordpress Developer

*Colorgrooves Creative* | 2015 - 2021

- Provided UX and UI Design for over 150 clients including complete branding, competitive analysis, user research and testing, and Wordpress development
- Creative Direction of designers, developers, copywriters and videographers to deliver branding, web development, and print marketing material.
- Coordinated clients and team members to meet project deliverables and provided art direction and consultation to all visual design.