

Performance-driven art director and designer with 15-years of experience conceiving and executing award-winning, multi-dispersary marketing campaigns, and brand materials. Accomplished in building and managing creative teams to promote products and services for business-to-business, government, and retail clients.

EXPERIENCE

6/20–Present | SOFTDEV INCORPORATED | BALTIMORE, MD

Communications Specialist

Selected Client: Centers for Medicare & Medicaid Services

Serving as the graphic design specialist on the Communications team, crafting individualized identities, Confluence spaces, and collateral materials for various lines of business within the Centers for Medicare & Medicaid Services.

Highlights:

Redesigned the Information Systems Group Playbook Confluence space, focused on organizational transformation to Scaled Agile Framework, Human-Centered Design, DevOps, cloud, data analytics, and open source—resulting in improved user satisfaction and significant cost savings.

Developed a campaign for the roll-out of Atlassian tools to more than 1300 users within the Center for Clinical Standards and Quality community, centralizing information management and improving work transparency.

1/18–4/20 | FIFTEEN4 | BALTIMORE, MD

Senior Graphic Designer

Selected Clients: Ciena, Hilton, Kaiser Permanente, U.S. Cellular

Cross-functional collaboration with the Creative Director and brand strategy team to align agency priorities with the client's business objectives to deliver fully integrated campaigns that achieve key performance indicators, on-time, and on-budget.

Highlights:

Served as the design lead for Ciena, a global leader in the telecommunications networking industry, with \$3.6 billion in annual revenue. Fifteen4's largest, and most profitable client relationship, accounting for 60 percent of the agency's annual revenue. Responsible for mentorship of junior design staff resulting in personal growth, promotion, and elevation of work; in turn strengthening client relationships to ensure long-term, sustainable success.

Partnered closely with Ciena's Global Brand and Marketing team to elevate brand positioning and creative through concept development and execution of marketing and brand initiatives including; digital and print advertisements, corporate collateral, and environmental graphics for highly visible trade show events. Work resulted in achieving a 7 percent year-over-year growth in revenue (double the industry average).

Conceptualized and managed the design direction of Vectors, Ciena's technology showcase for more than 150 companies and 800 customers. An annual event imperative to the retention of customers and the growth of the business.

10/17–1/18 | WUNDERMAN THOMPSON (CONTRACT) | WASHINGTON, D.C.

Freelance Senior Interactive Art Director

Selected Client: Pfizer

Established the creative direction for one of Pfizer's most profitable medications. The brand evolution reinforced leadership positioning as the number one prescribed treatment in its class, resulting in 32 percent growth worldwide.

RECOGNITION

An essential member of creative team on the following award-winning projects:

AMERICAN ADVERTISING AWARDS

Gold Awards:

Integrated Local Campaign, Winchester Lofts
Poster Campaign, Winchester Lofts

Silver Awards:

Brand Identity, Anthology
Brochure, Single Unit, Anthology
Poster Campaign, Anthology
Website Consumer, The Bixby
Responsive Design, The Bixby
Responsive Design, Winchester Lofts

COMMUNICATOR AWARDS

Award of Distinction:

Defense Logistics Agency,
Environmental Graphics

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS

Blue Pencil Award:

MRMC, Environmental Graphics
Defense Logistics Agency,
Environmental Graphics

CERTIFICATIONS

SCALED AGLIE

Certified SAFe® 5 Agilist

TECHNICAL ABILITIES

Fluent in:

Adobe InDesign, Illustrator, and Photoshop,
Sketch, InVision

Experience in:

HTML, CSS, JavaScript, WordPress,
UX/UI, e-mail clients, and video production

EDUCATION

STEVENSON UNIVERSITY

Bachelor of Arts, 2006, Cum Laude
Visual Communication Design

7/13–7/17 | MERRICK TOWLE CREATIVE | GREENBELT, MD*Graphic Designer**Selected Clients: TownePlace Suites by Marriott, Forest City Residential, The Bozzuto Group*

Generated compelling, highly-targeted advertising to strengthen brand distinction for real estate and hospitality clientele.

Highlights:

Developed memorable brands, resulting in record pre-leasing in competitive real estate markets including earning a Delta Associates Excellence Award in the category of Best Lease-Up Pace for a Suburban Maryland Apartment Community.

Launched digital awareness campaigns including; Instagram and Facebook ads, emails, branded Snapchat filters, pay-per-click campaigns, and blog posts. Generating more than 1,200 monthly website visits with an average time on site of more than two minutes, hundreds of social media contest entries, and hundreds of thousands of organic and paid social impressions.

Awarded twenty American Advertising Awards as an integral member of one of the largest independent advertising agencies in the Washington, D.C. metro area.

12/08–6/13 | A. BRIGHT IDEA | BEL AIR, MD*Graphic Designer**Selected Clients: U.S. Army, Economic Development Administration, Defense Logistics Agency*

Creative lead, project manager and client liaison for the most valuable government accounts.

Highlights:

Branded and managed multimillion-dollar completion milestones at five U.S. Army installations throughout the country, working within budget and scheduling requirements.

8/06–10/08 | MARKS, THOMAS ARCHITECTS | BALTIMORE, MD*Graphic Designer*

Responsible for conceptualization, design, and production of both internal and external marketing materials to promote brand exposure across both printed and digital media. Increasing Marks, Thomas' recognition and ultimately leading to a merger with one of the leading architecture firms in the nation, Mosley Architects.