

DESIGN EXPERIENCE

LINDENWOOD UNIVERSITY — ST. CHARLES, MISSOURI

NOVEMBER 2019 – PRESENT

Creative Director, Marketing Department

- Directs university's creative strategy for brand evolution, emphasizing design trends.
- Generates diverse publications, ensuring consistent branding across print and web.
- Oversees Graphic Designer and Photographer/Videographer, supporting their goals.
- Provides art direction for photography and videography, coordinating staff participation.
- Demonstrates leadership through strategic goal setting, collaboration, and alignment with university values.

Art Director, Marketing Department

- Leads production of the university's brand identity, advertising, print, and digital collateral.
- Provides creative art direction and oversees brand identity compliance.
- Ensures that the creative produced is innovative, consistent, and effective.
- Manages relationships with vendors to ensure satisfaction and premium quality production.

RICHMAR — CLAYTON, MISSOURI

NOVEMBER 2018 – NOVEMBER 2019

Graphic Designer, Marketing Department

- Designed literature for a wide variety of therapy products.
- Coordinated and art directed photo and video shoots for company's products.
- Following brand guidelines, designed a variety of collateral ranging from print material to digital media.
- Collaborated with all departments to launch marketing campaigns and release new products by deadline.
- Directed and trained junior designers to maintain consistency with our brand identity.

BRANDMUSCLE — ST. CHARLES, MISSOURI

OCTOBER 2014 – NOVEMBER 2018

Graphic Designer, Agency

- Designed point-of-sale material for one of Brandmuscle's largest clients, Southern Glazer's Wine & Spirits.
- Collaborated with the sales representatives and managers to produce a wide variety of print material.
- Worked with the print center to obtain quotes and ensure projects delivered on time.
- Trained sales representatives and managers how to effectively use the order entry system.

HENNING COMMUNICATIONS — ST. LOUIS, MISSOURI

MAY 2013 – OCTOBER 2014

Graphic Designer, Agency

- Involved in projects from start to finish, communicating with clients and printers.
- Worked with team members to ensure all client's projects were delivered by deadline.
- Designs ranged from creating print items to designing digital media.

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

HARDING UNIVERSITY, SEARCY, AR

Graduated May 2013

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Generative AI
- Adobe Express
- Adobe InDesign
- Adobe Acrobat
- Adobe After Effects
- Microsoft Suite

CONTACT

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REFERENCES AVAILABLE UPON REQUEST