

education

bachelor of fine arts in graphic design • SEPT98—MAY03
school of art and art history
bachelor of science in journalism • SEPT98—MAY03
journalism and communications college
university of florida, gainesville, fl.

experience

FREELANCE ART DIRECTOR/DESIGNER • FEB08—PRESENT
designed for a full-service creative communications agency, renowned for strategic and inventive approaches to branding and advertising

FREELANCE ART DIRECTOR/DESIGNER • APR06—NOV09
design features and cover, adding a fresh take on existing grid system and templates while maintaining sophisticated brand image

- work with photo and creative directors on photo selection and pacing

ART DIRECTOR • JUNE05—APR06

redesigned all sections, styles and systems, building a consistent, cohesive look and feel that showcases a sophisticated brand with high impact covers

- managed deadlines, scheduling, accounting, meetings and staff
- commissioned photographers and illustrators for cover and interior sections
- directed photographers, planning concepts, budgets, and traveling to shoots with these nationally recognized artists to provide hands-on advice and input

SENIOR DESIGNER • DEC03—JUNE05

responsible for front-of-book, back-of-book, features, promotional materials and special projects

- created special advertiser-driven and commissioned illustration and print materials for clients such as Diesel, Volkswagen, Armani Emporio, Lancôme, Rimmel, Oakley, Altoids, and Hummer
- selected and managed intern staff and scheduling
- planned internal deadlines with editorial and advertising departments
- trafficked editorial and advertising pages from design and text flow through proofing, pre-press and production

REDESIGN CONSULTANT/ART DIRECTOR • DEC02—JULY03

redesigned magazine including: logo, cover, features, listings, departments and pull-out calendar

- re-created grid system to a more functional design
- implemented a more cohesive system of typefaces
- designed and organized advertising

JUNIOR DESIGNER • DEC02—MAY03

assisted principal in publication and identity design

- participated in identity development for clients
- interfaced with vendors, binding operators and other print professionals

DESIGNER • MAY02—AUG02

created and oversaw production of communication materials, packaging, advertisements, direct mail

- participated in press checks and met with pre-press professionals
- developed a series of advertisements to run in four trade magazines
- designed monthly newsletter and other weekly communications

yesdesigngroup

expertise ranging from the LGBT community to multi-cultural, ethnic and gender specific outreach
los angeles, ca.

various publications new york, ny.

new york magazine

prevention magazine

parade magazine

men's fitness magazine

newsweek magazine

playgirl magazine

legendary, provocative magazine for women
new york, ny.

blackbook magazine

international magazine focusing on progressive art, fashion and culture
new york, ny.

the satellite magazine

city magazine covering community, art, food and entertainment
gainesville, fl.

eye4 design

design firm specializing in print and video communication
gainesville, fl.

genie industries

lift equipment corporation/marketing department
seattle, wa.