



Education

Eastern Illinois University,
BFA in Graphic Design

Skills

Branding & Identity • Art
Direction • 2D & 3D Illustration •
Digital & Social Media Design •
Motion Graphics • Video Editing
• Print Production • Product
Photography • eLearning Design
• Digital Marketing • B2B, B2C,
and D2C Marketing

Tools

Adobe Creative Suite
InDesign, Illustrator, Photoshop,
After Effects, Premiere Pro •
Adobe Captivate & Learning
Manager • Blender • Canva •
Asana • Microsoft Office
• MAC & PC

Certifications

Adobe Certified Professional:
Adobe Captivate

Contact

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Experience

Freelance | Oct 2022 – Present

- **Web Design** • Central Ink Corporation | Nov 2023 – Present
Moved hosting of international website from GoDaddy and creating a WordPress site with an eCommerce store • Set up and implemented Google Analytics
- **Graphic Design** • Chartwell Studio • | Sept – Nov 2023
Built presentation decks for sales pitches to major retailers • Product mock ups in Photoshop

Multimedia Designer | Dec 2020 – Oct 2022 (Laid-Off)

Minelab Metal Detectors

Collaborating with global colleagues on projects to meet their specific market needs

- Led the creation & implementation of a global retail app for consumers to understand the features and benefits of each detector in-store • Partnered with an Australian display company to develop & manufacture immersive retail POS while I designed the display graphics • Created motion graphic speaker intros then combined with video presentations for virtual product launch • Redesigned packaging & logo for PRO-GOLD Panning Kit to increase consumer appeal & align with current brand standards
- Designed & developed eLearning courses for entire detector product roster while managing LMS • Designed social media graphics for global and all regional Facebook & Instagram accounts • Devised collectible promotional items & apparel including shirts, challenge coins, patches

Freelance | June 2018 – Dec 2020

Clients: Experian Automotive, American Society of Plastic Surgeons, Mosbrook Design, and BARBRI

Projects: Web interface design, instructional video animations, book redesign, After Effects video intros, various short & long-format print materials, GIF banner ads, and direct mail

Nex Gen Dynamics | Jan 2017 – June 2018

Graphic Design Manager • March 2018 – June 2018

Lead designer on templates & custom graphic assets across social media platforms

- Mentored new members of the team ensuring consistency throughout all assets

Graphic Designer | January 2017 – March 2018

Supported external clients and sister companies with multiple local & national franchise locations • Developed and refined client's visual identity through print & digital

Digital Marketing & Graphic Designer | June – Dec 2016 (Contract)

Wittek Golf Supply

Created 2017 PGA Merchandise trade show booth graphics & 30 second promo motion graphic video • Managed three social media accounts across Facebook and Twitter while increased following by at least 17% • Designed monthly full-page ads published in PGA Magazine • Shot and edited instructional videos • Mail Chimp email sales campaigns

- Shot and edited product photography for new website

Associate Production Artist | June 2015 – March 2016 (Laid-Off)

Weber-Stephen Products LLC

Implemented global brand guidelines through sales & marketing print collateral

- Partnered with Home Depot and Lowe's to execute POS display and in-store brochure
- Designed wholesale product inventory catalogs for USA, South American, and Canadian markets in multiple languages