

EXPERIENCE

Intuit | Visual Designer (Contract)

December 2019–Current

- Conceptualize, create prototypes for, and test a redesign concept of the QuickBooks branding and marketing product site, in collaboration with Interaction and Content Team members.
- Design modular tools for the QuickBooks website to streamline users' experience and decision making based off of analytical testing.

Extractable | Senior Art Director

September 2016–November 2019

Clients: Charles Schwab, Meridian, Golden1, TCF, Patelco, GECU, Stanford Health Care, First DataBank, SchoolsFirst FCU, Columbia Credit Union, San Francisco Fire Fighters Credit Union, Mizuho OSI

- Managed creative elements for projects from initial request to launch for financial, healthcare, and real-estate clients.
- Crafted and presented custom business materials for client pitch meetings, industry events, and tradeshow.
- Researched competitors and crafted competitive analysis to ensure best-in-class solutions within related fields.
- Conceptualized and designed responsive solutions including marketing websites, platforms, and user-portals to optimize User Experience across all devices (including personalization marketing within sites).
- Created visual design elements and design systems that delivered visually appealing, seamless user experiences to aimed to increase client sales from site visits.
- Collaborated with Developers, UX teams and Creative Directors throughout the project to meet and exceed clients' needs.
- Collected research on top-rated banks and credit unions' marketing materials, then used this to create comprehensive reports. Compiled visuals of findings, partnered with copywriter to publish findings, and oversaw print production process of materials.
- Functioned as in-house photographer for staff portraits and agency marketing materials.

Razorfish | Senior Art Director (Freelance)

August 2016–September 2016

Clients: HP Enterprise, Hulu

- Conceptualized plans, created layouts, and designed responsive solutions for interactive websites utilizing Adobe Creative Suite.
- Partnered with Developers and Creative Director to fulfill clients needs and expectations within budget and project timelines.
- Crafted custom new business pitch material with executive level staff.

Sandstorm Design | Senior Designer

April 2015–July 2016

Clients: Accuity, National Association of Realtors, Mullins Food Group, NOW Foods, Kimmel Center, Holden International, Crown Packaging

- Designed best-in-class responsive websites tailored to clients needs with a focus on optimizing user experience.
- Collaborated closely with Front-End Developers to manage the project from layout to launch.
- Developed and maintained consistent identities and brand standards for clients across social, digital, and print marketing materials.
- Designed digital collateral (info-graphics, icons, banners) for clients' use across multiple platforms.
- Acted as in-house photographer for internal website and marketing needs.

Chicago Tribune Media Group | Integrated Designer

October 2014–April 2015

- Designed marketing materials, print promotions, and email campaigns for dissemination across twelve different publishing houses (i.e. LA Times, Baltimore Sun).
- Researched and vetted CMS solutions for internal online media and event management needs.

Ravinia Festival | Manager of Interactive Media

August 2010–June 2013

- Created digital marketing graphics and managed content for the website and digital signage throughout the venue using HTML, CSS and javascript in custom CMS system.
- Redesigned the website for optimal user experience.
- Designed and managed the development of first iOS app.
- Managed all daily promotional and informational mass email communications sent to a 300,000+ database of recipients.



CushmanAmberg Communications (acquired HealthInfo Direct) | Senior Designer August 2005–February 2010

Clients: Walgreens, Abbott, LifeFitness, Brunswick, Mario Tricoci, InterCall, Mastro Auctions, ACCO Brands, Dynalabs, Baxter BioScience, Centrix Pharmaceuticals

- Managed the website design for news sites, landing pages, and promotional micro-sites.
- Designed and coded HTML emails, newsletters, and agency marketing efforts.
- Created logos, sales aides, packaging, advertising, direct mail, and trade show art.

PERSONAL FREELANCE

Photographer Ongoing

Clients: Wine Enthusiast, Toyota, Old Style, Schlitz, Eyes & Ears Entertainment, Uprising Creative, Terlato Wines, AwareSkin, Digitas, BRZN, Slang Music Group, Blue Bear School of Music

- Photograph corporate events and nightlife on editorial timeline.
- Commissions for creative portraits for musicians and artists.
- Editorial photography for music, lifestyle and fashion.
- Published in various print and online publications including Wine Enthusiast, NME, Michigan Ave. Magazine, SPIN, Timeout Chicago, American Songwriter, Alarm Press, Canadian Broadcasting Corporation, Timeout New York, The Huffington Post, Venus Zine, Broke Hipster

Graphic Designer Ongoing

Clients: AppAnnie, Business Cents, Blue Bear School of Music, Picnik!, An Italian Theory, Aware Skin, UFC, Various artists

- Album cover art, branding, and promotional material for various musical artists.
- Digital and print graphic design, branding, logo design, and website design.

PERSONAL PROJECTS

Photographer, Contributing Writer | Danger!Sound | the dangersound.com 2012-2019

Photographer | Lost In Concert | lostinconcert.com 2009-2013

VOLUNTEER WORK

AIGA Chicago/San Francisco 2010-Present

- Manage and coordinate communication between representatives from agencies in Chicago's design community for AIGA Studio Walks (2010 & 2011 Chicago Design Week).
- Event photographer for various AIGA events.

Blue Bear School of Music 2017-Present

- Photographing live music events.
- Digital and print graphic design consultant.

EDUCATION

Illinois Institute of Art | Bachelor of Fine Arts, Visual Communications | September 2004

SOFTWARE

Adobe Creative Suite (Illustrator, Photoshop, Indesign, Lightroom), Sketch, Invision, Zeplin