

experience.

2020 - Present

SYNCHRONICITY WELLNESS | BOULDER, CO **DIRECTOR OF CREATIVE AND DESIGN**

- Provide creative leadership for a marketing team that consists of designers, copywriters, a developer, and UX specialists
- Concept and oversee production of marketing campaigns (programmatic banners, Social Media ads, direct mailers, print, and OOH)
- Manage wireframe and iterative design updates to the brand's website based on prototyping, testing and users' feedback to ensure the best UX for our shoppers
- In 10 months, increased return on ad spend, including direct mail, by 152% and website conversion rate by 357%

2016 - 2020

THE INTEGER GROUP/TBWA | DENVER, CO **SENIOR ART DIRECTOR**

Clients: Jack Link's, Loctite, Mars Wrigley, Pharmavite

- Served as lead designer on the rebranding of Pharmavite's NatureMade line of products and ensuring consistency across all channels
- Developed UI/UX wireframing/prototyping for Jack Link's promotional sites as well as the brand page for NatureMade
- Concepted and designed social content for NatureMade and Loctite
- Provided art direction for on-location photo and video shoots and acted as creative lead for the production team, set builders, and post-production
- Acted as oversight in working with studio artists and designers to ensure product final output is consistent and on-brand across all channels

2013 - 2016

THE INTEGER GROUP/TBWA | DENVER, CO **ART DIRECTOR**

Clients: Jack Link's, MillerCoors, Red Robin

- Ideation of campaigns/shopper programs from concept to execution for various brands
- Developed presentations for internal approval and external clients
- Assisted the New Business Team on constructing pitches

2009 - 2013

PATRICK HENRY CREATIVE PROMOTIONS | HOUSTON, TX **GRAPHIC DESIGNER**

Clients: MillerCoors, Buffalo Wild Wings, E&J Gallo Winery, Hilton

- Worked within a team environment to develop promotional and point of sales materials such as restaurant menus, in-store signage, e-blasts, and websites
- Ensured files for pre-flight and ready for printers
- Provided creative in planning and designing PR events for various wine and spirits clients

2006 - 2009

J. WALTER THOMPSON | HOUSTON, TX **ART DIRECTOR**

Client: Shell Oil Corporation

- Developed creative direction and design implementation of various advertising campaigns and global marketing programs, from conceptual to production for both B2C and B2B models
- Provided on-location creative direction for television spots as well as high-end photoshoots

talents.

- Creative/Art direction and leadership
- UX/UI, userflow wireframing and prototyping
- User-Centered Design Implementation
- Branding & identity development
- Social content strategy, concepting and development
- eComm and retail strategy
- Graphic design
- Photography
- Illustration
- Retouching
- Video editing
- Drone cinematography

proficiencies.

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Premiere
- Sketch
- InVision Studio

education.

2001-2005

BFA in Visual Communications

The University of Oklahoma

