

● **Summary:** *Graphic designer and website developer with 15+ years of experience and an ability to adapt and work within existing creative teams and also develop procedures and projects from the ground up. I have a love for design, intuitive flow, and effective communication – pursuing UX/UI and graphic design opportunities.*

● **Professional Experience**

Senior Graphic Designer ▶ Supplemental Health Care

2018 – Present

Co-lead creative development and production of marketing communication materials; contribute to positive growth and brand identity; update existing collateral and develop new designs for sales sheets, brochures, email marketing campaigns, social media, infographics, web pages and print and digital advertisements.

- Design and execute a variety of corporate marketing materials in both print and digital formats including event signage, promotional (swag) design, UX/UI design, video graphics, minor animation, social media and info graphics.
- Give design and brand direction to outside content vendors, including video production companies and web developers, along with the Marketing Communications Director.
- Develop and maintain a cohesive visual identity and brand; manage and maintain branding and style standards including font, image, content, and logo usage.
- Collaborated with developers for site redesigns increasing site visits from 16,353 to 46,026 unique site visitors a month.
- Helped lead the Employee Resource Group for the organization.

Senior Graphic Arts Specialist ▶ City of Atlanta, Department of Public Works

2017 – 2018

Manage visual assets and projects for Communications. Develop concepts; design, illustrate, collateral to visually communicate information for print and digital media. Plan and coordinate production plans and determine workflow requirements. Create newsletters, brochures, infographics, ads, stationery, direct mail, event collateral, web and social media materials.

- Implemented and facilitated workshops for new technologies including the Hightail project management program.
- Designed logo, branding, and marketing collateral for the new Clean Plus city beautification program.
- Spearheaded multiple design campaigns for the Keep Atlanta Beautiful Commission including the "Think Green!" PowerPoint presentation, flyers, direct mail pieces, t-shirt design, and stationery design.
- Designed high-impact promotional collateral for the Atlanta Streetcar; developed ads, rack cards, and brochures.
- Design HTML email marketing campaigns utilizing MailChimp for internal/external newsletter and announcements.

Owner/Creative Director ▶ The Drawing Tree LLC

2009 – Present

Lead creative design and direction for diverse clients. Serve as User Interface (UI/UX) Website Designer and developer in site development. Work within existing teams to accomplish promotional goals.

- Lead designer of creative branding and marketing materials for Issa Rae Productions, a Los Angeles-based film and media production company operated by the star (Issa Rae) of the HBO series, *Insecure*.
- Represented diverse, local and high-profile clients across industries including: Proforma Marketing AMG, Downey & Cleveland Attorneys at Law (Atlanta, GA), BACnet International, Auburn War Eagle Society, Ignite Change (NYC), The Power of Girls (Atlanta, GA), Free Bikes 4 Kidz (Atlanta, GA) and Warrick Dunn Charities.

Senior Creative Designer ▶ Points of Light

2014 – 2017

Led execution of the 2015-2016 ServiceUnites Conference visuals including event logo, branding, successful design and production of 300+ pieces of signage, stationery, and digital graphics. Managed UI front-end design.

- Designed infographics, digital and multimedia materials, and print collateral.
- Coordinated concept, layout, and design of print collateral for Points of Light and subsidiaries; designed and developed digital and interactive media for websites and social media and HTML-based emails.
- Defined and delivered consistent styling and branding; partnered with internal stakeholders to determine project requirements and ensure on-time delivery.

Junior Graphic Designer ▶ Network Communications Inc.

2013 – 2014

Designed and contributed to multiple print and digital magazines, and marketing materials. Collaborated with art directors and creatives.

- Successfully designed page advertisements and eye-catching layouts for Apartment Finder magazine; integrate social media account information and interactive contact information.
- Created promotional pieces including brochures, marketing cards, direct mailers, and rack cards for clients.
- Designed corporate identity and branding for clients including logos, stationery, and promotional pieces.

The Montgomery Advertiser

Digital Producer & Designer II – Newsroom

2007-2013

Graphic Designer I – Newsroom

2003-2004

Managed daily platform coverage on web, app, and social platforms. Collaborated with reporters, digital producers, photographers, and copy editors. Researched, wrote, and edited basic copy for graphics. Developed, planned, and executed multimedia projects. Created logos, informational graphics, photo illustrations, and special publications.

- Oversaw the Go Play website and social media presence, engagement, promotion, and branding; optimized user experience on trending content using real-time social metrics.
- Revamped the Go! entertainment weekly publication; rebranded the print publication as Go Play, updated the logo, masthead, and cover, and redesigned the website.
- Overhauled the Montgomery Bus Boycott website
- Interviewed local entertainers to create ground-breaking content.
- Managed digital content; coordinated video shooting and basic video editing.
- Designed compelling publications, news/editorial packages, logos, information graphics, and illustrations.

Graphic Designer – Marketing/Campaign Art Director ▶ World Changers Church International

2006-2007

Graphic Design Editor – Newsroom ▶ Marietta Daily Journal

2004-2006

Education & Certifications

Auburn University, Auburn, AL, B.F.A., Graphic Design, 2002

Art Institute of Atlanta, Dunwoody, GA, Interactive Media Studies, 2005

Auburn University Montgomery, Montgomery, AL, M.A., Art Education, 2013 ▶ Teacher Certification (Class A – Elementary-Secondary, Grades P-12 Visual Arts), Alabama State Department of Education, 2013

CareerFoundry, UX Designer Certification, 2018

Skills, Tools, areas of Expertise

Adobe Creative Cloud/Suite
(Illustrator, InDesign, Photoshop,
Dreamweaver etc.)

WordPress

Canva

HubSpot

MailChimp

Balsamiq

Sketch

InVision

Bootstrap

Microsoft Office (Word,

PowerPoint)

Marketing Collateral

Print & Digital Design

Typography & Layout

Creative & Art Direction

Infographics

Marketing & Brand Identity

Front-End Web Design

Promotional Design

Visual Asset Management

Cross-Functional Team

Minor Video Editing

Honors & Awards Auburn Young Alumni Magazine Feature (2016) | 2nd Place Website Coverage – Selma to Montgomery March (2013), Gannett