



## Skills

**Project Leadership:** Proficient in leading creative projects through effective team collaboration.

**Creative Synthesis:** Artfully blends unique visuals with creative text for clear compelling communication.

**Work Ethic:** Committed to excellence, reliability, and delivering high-quality results.

**Time Management:** Efficiently meets project deadlines with optimal productivity.

**Organizational Skills:** Maintains order and efficiency in creative processes and project workflows.

## Technical Proficiency

Adobe Creative Suite (InDesign, Photoshop, Illustrator), Figma, Sketch, Hubspot, MailChimp, Visual Studio, HTML, CSS, Typekit, Microsoft Office

## Education

### Kutztown University

B.F.A. Communication Design  
May 2008  
Concentration in Graphic Design and Advertising Design

### Smashing Magazine

Certificate Work, 2022  
UX Training Smart Interface Design Patterns

### Front Range Community College

Course Work, 2013 - 2014  
Web Development

### Boulder Digital Arts

Course Work, 2011 - 2014  
WordPress, Coding

## Interests

kayaking, hiking, skiing, playing piano, and boy-momming

## Design Experience

### CREATIVE LEAD – SENIOR GRAPHIC DESIGNER

interop.io | Charlottesville, VA | August 2019 - December 2023

- ✦ Spearheaded the **visual transformation** of the FinTech company through three comprehensive rebrands, guiding its evolution from ChartIQ to Cosaic to Finsemble, culminating in interop.io.
- ✦ Orchestrated the **design and implementation** of all sales and marketing visuals, encompassing the creation, maintenance, and enhancement of the WordPress website, social media graphics, whitepapers, sell sheets, email newsletters, PowerPoint templates, product illustrations, technical diagrams, swag, and event booths.
- ✦ Took responsibility of the Finsemble product's **UI/UX design**, migrating the product design library from Sketch to Figma for enhanced efficiency.
- ✦ **Collaborated closely** with product owners, financial industry experts, leadership, developers, and writers.

### MULTIMEDIA DESIGNER

University of Virginia | Charlottesville, VA | October 2014 - August 2019

- ✦ Led **visual communications** for the Office of Advancement, steering the development of branding for the impactful “Honor the Future” campaign.
- ✦ Conceptualized, wireframed, and coded HTML pages within WordPress and Drupal websites, **contributing to the success** of the University's 24-hour giving day website that raised substantial funds.
- ✦ **Worked closely** with teams and internal clients to create a diverse array of fundraising materials, including handouts, folders, invitations, annual reports, newsletters, magazines, social media posts, infographics, email newsletters, and environmental event materials.
- ✦ Presented **visual solutions** to stakeholders and played a pivotal role in achieving multi-million philanthropy goals at the University of Virginia.

### GRAPHIC DESIGNER AND DEVELOPER

Polar Bottle | Boulder, CO | April 2011 - October 2014

- ✦ **Shaped the design** of marketing materials, promotional products, and bottle graphics, significantly contributing to increased online sales through the development of several iterations of the e-commerce website with WordPress.
- ✦ Worked closely with a **cross-functional team** on branding, packaging, and marketing materials for new product brands.

### OWNER AND ART DIRECTOR

GHoneywell Design | Charlottesville, VA | January 2006 - Present

- ✦ **Manage diverse projects** for clients such as Rocky Mountain Paddleboard, UVA Alumni and Parent Travel, Boys and Girls Club of Virginia, Griffith Land and Ranch Sales, The Middle Fork Lander, Fall Back Beer Fest, and more.

Fate Brewing Company | Boulder, CO | September 2012 - June 2019

- ✦ Crafted a **comprehensive branding system** for the expanding brewery and restaurant, designing menu templates, brochures, business cards, branding materials, and event posters.
- ✦ **Developed and maintained** the WordPress website and created custom illustrations for individual events.