

PERSONAL STATEMENT

I am an extremely detail-oriented and dedicated designer. I have a passion for creating the perfect way to communicate visually. I am fast, efficient, and fully-invested in creating fantastic designs.

GRAPHIC DESIGNER, 1997-present

Committed to identifying and analyzing business and communication challenges facing various clients. Develop strategies, logos, web & social media graphics, and marketing collateral that effectively communicate branding and marketing objectives.

iBLOOM • BRANDING SPECIALIST, 2013-2014 • DESIGNER, 2014-present

Designer for all graphic and branding needs for iBloom and iBloom clients. Responsibilities include logo creation, all support collateral, website design, social media and event graphics, book cover and interior design, color analysis, and font exploration.

YARNS & FABRICATIONS • CO-OWNER, 2005-2010

Co-owner of a unique yarn shop in a Cincinnati suburb. Responsible for ordering from 50+ vendors, hiring, training, and managing employees, designing newsletters, organizing shows, events and other promotional opportunities, purchasing advertising and overseeing day-to-day operations.

MARSH BRAND PARTNERS • PRODUCTION & FREELANCE DESIGNER, 2002-2008

Responsible for line extensions and finalization of package design, FSLs, mailers, billboards and other collateral for clients such as: DL Jardine's, AirWick, Veet, Hardee's, Carl's Jr, Steak 'n Shake, HeaterMeals, Whole Foods.

MEDIA FORCE/IDEOPIA • ART DIRECTOR, 2001-2002

Responsible for concept, strategy and design for various companies and organizations. Duties included choosing and directing photographers and selecting models for shoots. Supervised production, proofing and press checks.

F&W PUBLICATIONS • ART DIRECTOR, 2000-2001

Responsible for designing feature and column layouts as well as cover for Writer's Digest Magazine and Writer's Digest 1-shots (12 regular issues and 8 special issues per year.) Designer for the January/February 2001 issue of HOW Magazine. Responsible for designing columns, assigning illustrations and finalizing feature designs.

ASPEN DESIGN CONFERENCE • ATTENDEE, 1999

A three-day conference examining the changing role of designers, working in the electronic environment and organizing information.

EINSTEIN/NOAH BAGEL CORPORATION • GRAPHIC DESIGNER, 1997-2000

Responsible for integral brand marketing for Einstein Bros Bagels and Noah's NY Bagels. Designed national advertising, store and company collateral, retail signage. Responsible for overseeing illustrators, photographers and food stylists. Supervised production, proofing and press checks. Redesigned corporate web page.

LEE REEDY CREATIVE • GRAPHIC DESIGNER, 1997

Responsible for the creation and execution of campaigns and collateral for various companies and organizations. Clients included: Kaiser Permanente, National Jewish Hospital, The Berger Funds, Air Courier Association and Access Graphics.

EDUCATION

Miami University, Oxford, Ohio
Bachelor of Fine Arts, 1997 Graduate
Graphic Design & Sculpture
Minor: Arts Management

REFERENCES

Jennifer Ramsey
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Madison County Schools
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