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Innovative Graphic Designer & Art Director with 18 years of experience in brand development, visual storytelling, and marketing campaigns. Proven expertise in design strategy, project management, and creative direction, helping companies enhance brand engagement and revenue. Skilled in leading teams, executing multi-platform campaigns, and leveraging digital tools for innovation and efficiency.

SKILLS & EXPERTISE

Design & Software:

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro)
- Photography & Video Editing (Production & Post-Processing)
- Website Development & AI Art Creation

Marketing & Strategy:

- Social Media Management & Content Creation
- Brand Development & Visual Identity
- Advertising Campaigns & Digital Marketing

Project Management & Tools:

- Asana, Microsoft Office
- Vendor & Client Relations
- Signage, Merchandise & Print Production

EDUCATION

NEWTech

Spokane WA

Graphic Design and Digital Arts

2-year

North Idaho College

Coeur d'Alene, ID

Graphic Design and Photography

2-year

EXPERIENCE

JB MANAGEMENT GROUP

JOE'S BURGERS, CHOZA CANTINA, HEN HOUSE, LITTLE BURRO

Creative Director | Feb 2022 – Present

- Developed comprehensive brand guidelines ensuring consistency in logos, fonts, and visual identities across multiple locations.
- Designed restaurant interiors by curating mood and color boards to enhance traffic flow, lighting, and ambiance.
- Increased brand engagement through strategic marketing campaigns, leading to higher customer interaction and website traffic.
- Managed and executed social media strategies, developing high-quality content that boosted visibility and organic growth.
- Led the design and production of signage (LED light boxes, neon signs) in collaboration with signage companies.
- Built and designed JB Management's successful online merchandise store, increasing brand awareness and revenue.

BEAVERTON FARMERS MARKET

Freelance Creative Director | Feb 2022 – Present

- Rebranded and updated the market's website, ensuring alignment with modern brand standards.
- Developed marketing strategies that led to 15,000+ monthly e-blasts, with an average recall rate of 60%.
- Designed and produced sell-out merchandise (totes, shirts) featuring original artwork.
- Created financial decks and vendor handbooks for end-of-year reporting and operational guidelines.

VENICE CHILD

Freelance Creative Director | 2020 – 2022

- Elevated brand identity from cartoonish designs to a luxury lifestyle brand sold at Nordstrom & Pottery Barn.
- Enhanced website functionality by integrating a wholesale login and ordering portal.
- Designed sales collateral, product catalogs, and trade show booths for events in the U.S. and the UK.
- Collaborated with Chinese manufacturers to design a stylish and functional diaper bag collection.

ADDITIONAL CLIENTS INCLUDE:

SONICBLUE, Rio Digital Audio, Replay TV, GoVideo, Knowledge Universe, Inkology, Beth Israel, CODA, AVEDA, Allstate, NW Subaru, Parker Baby, Pho Van Fresh, KITTRICH, PNGC Power, The Duniway Hotel and Jack Rabbit Restaurant, Five Senses Reeling, Bar Mame