

Driven, award-winning digital creative with excellent leadership and communication skills. Delivers results-oriented design systems for a variety of digital and print projects. Leverages project management, strategic thinking and user experience methodologies to create cohesive, successful brands.

Skills

XD, Rush, Photoshop, Illustrator, InDesign, UX, Wireframing, Prototyping, Shopify, Liquid, HTML5, CSS3, JQuery, Javascript, SASS, WordPress, HubSpot, Canva, SEO

Experience

MedStudy, Digital Design Lead/Art Director 2018-Present

Established a strong digital presence to support the brand and elevate their position in the marketplace. Responsible for innovating user experience and bridging the gap between marketing and development teams.

- Mentors team members, provides creative direction for social media, email campaigns, digital and print marketing materials, video concepts, digital ads, and landing pages for Marketing, Video, and Development teams.
- Created guidelines to provide a consistent, cohesive look across all platforms.
- Introduced team-wide social media content creation platform, Canva, to facilitate production of graphics, by leveraging more efficient templates, improving overall turnaround time.
- Supported brand from initial strategy to execution of creative, art direction, development of campaign websites, and ongoing support of SEO and analytics.
- Managed e-commerce website via custom Liquid code on Shopify, implemented website tracking, improved SEO, accessibility, and compliancy to ensure our digital presence is optimized and product sales are effectively tracked.
- Involved in user research to inform strategy and create effective digital user experiences.
- Created wireframes and prototypes to support website and digital training tools.
- Established internal processes for social media reviews, image requests, video ideation, cross-developmental communications, approvals, and quality assurance.
- Effectively manages positive vendor relationships.

Freelance, Art Director/Designer 2012-Present

- Concepts and develops full websites including auditing user experience, creating wireframes, designing mockups and prototypes.
- Creates full branding and identity systems for a variety of clients.
- Codes websites and creates custom WordPress templates.
- Creates social media campaigns and web banners.

Benchworks, Senior Art Director 2017-2018

- Extensive experience in client interaction, planning, and presentation.
- Responsible for scoping the design process and designating deliverables for proposals and SOWs.
- Worked closely with Creative and Digital teams to establish effective lines of communication.
- Initiated a company-wide social media plan, which included competitor analysis, setup, and content creation.
- Handled full site designs, logos, concepting, ad campaigns, collateral, web banners, and email campaigns for both pharmaceutical and non-pharmaceutical clients.

Liquid Interactive, Associate Art Director 2014-2017

Mentored and managed team members and provided art direction to create award-winning responsive websites, interactive advertising campaigns, and full branding suites.

- Quality experience in client interaction, planning, and presentation.
- Developed an Internship Program to foster enhanced design skills across multiple platforms.

- Responsible for scoping the design process and designating deliverables for proposals and SOWs.
- Furthered team involvement and engagement through kickoff meetings, brainstorming sessions and close collaboration with all team members.
- Aided in interviewing and hiring within the Creative department.
- Negotiated contracts with vendors, printers, and recruiters and acted as company liaison.

Spoto Interactive, Lead Designer 2014

- Lead Designer for the Scripps Networks Interactive account which included HGTV, Food Network, Cooking Channel and DIY Network.
- Handled web design, logos, branding, interactive advertising campaigns, and web banners.
- Client planning and presentation.
- Responsible for aiding in business development which included targeting prospective companies and pitching campaigns.
- Collaborated well with developers, designers, project managers and copywriters on all levels.

401! Creative, Design & Development Intern 2014

- Knowledge and hands-on experience with SASS, Wordpress, Codekit, Bitbucket, and Compass.

Klunk and Millan Advertising, Web and Graphic Design Intern 2013

- Designed logos, websites, social media cover photos, email blasts, and complete branding elements.

Education

B.F.A. in Communication Design at Kutztown University of Pennsylvania, *Summa Cum Laude*
Concentrations: *Interactive Design and Advertising Design*

Certificates & Awards

- Google UX Design Professional Certificate, *Fall 2022*
- Silver ADDY for Martin Guitar Redesign
- UX Design Certificate from How University
- In-House Creative Management Certificate from How University