

## I'm an integrated designer

Going beyond knowing print, packaging & web or knowing the latest software.

It has more to do with creative problem solving. Providing creative solutions on all levels.

It's about interpreting concepts, building brands, understanding the heart of the project & the collaboration with clients and colleagues.

It all begins with listening, visualizing & collaboration. From there, anything can be successfully created.

## Work

Design for Print Collateral & Specialty Books

Product Photography Lifestyle & Model shoots

Product Package Design

Photo Editing & Compositing

Front End Web Design

Photo Research

Web Marketing Promotions

Drawing/Illustration

Trade Show Booth Design

Social Media Content

## Education

**Ringling College of Art and Design**  
Bachelor's Degree, Sculpture-Design

Honors, Activities:

Best of Ringling Juried Show - President's Award 2000, 1999, 1998, 1997, 1996, Selby Gallery, Sarasota, FL.

The Expedition - Chosen as one of six students for "Prototype" an independent study between disparate disciplines designed to increase the interaction of fine artists and graphic designers and explore the relationships that occur in collaboration.

3-Dimensional Design Studio Manager and Mentor, Special Assistant to Financial Aid Director, Student Government, Student Volunteerism, Student Life Special Events - Sound Reinforcement Engineer - Stage Manager

## Awards

- IAC award for best education online campaign
- ADDY "Selling out the Moon" DVD Promotional Campaign
- Best Design for "Harcourt Horizons - World Regions" textbook 17th Annual New York Book Show

Other Interests

Amateur confection maker, Body boarding, Volunteer - charity organizations, Photography & iPhoneography, Party planning, Love my dog (and probably yours too!)

## Experience

### Art Director

**Charisma Brands: Adora, Marie Osmond Dolls**

2004 to Present

**adoradolls.com • paradisegalleries.com • marleosmond.com • charismabrands.com**

Translate the Charisma Brands organization vision for multiple in-house brands, applying to all visual materials achieving significant business growth.

Concept development, pre-visualization for product packaging and all visual materials. Design and creation of mechanical art for all printed collateral, catalogs, national advertising, product packaging, website design, marketing promotions, trade show graphics, and social media.

Art direction/Concepting, prop creation, styling, model coordination for all lifestyle photo shoots.

Manage, direct and communicate with international staff. Maintain brand integrity, provide artistic leadership, project management.

Supervise vendors and suppliers locally and internationally.

- Exercise cost effective procedures
- Conduct research, data compilation and analysis
- Project bids, quotes and shipping

Works effectively both independently and collaboratively in a multi-project and small team environment. Strong conceptual skills, translating ideas easily via sketches. Accomplished using Adobe Creative Suite.

Additional Contributions:

Themed Costumed Mascot appearances for charities & hospitals, trade shows, and retail events.

Captain - Fun Committee for Employee Morale & Special Events.

### SquareOne Design

2002 - 2004

Designer for professional racing design agency primarily servicing the Andretti - Green Indy Car racing Brand.

Concept development and design of advertising, printed collateral and marketing materials to convey team image and identity.

Create original art for Indy Racing League team and various professional race industry clients.

Pre-visualization composites and layouts for National brand sponsors, including event graphics and custom brand logo decals.

### Art Director

**Harcourt Brace**

2000 - 2002

Art director for "World Regions" textbook, a full color 1000+ page geography, culture, government and history book for grades 5 - 11. Awarded Best Design New York Book Show.

Completed in 9 months, maintaining project all within budget from outline conception to final proof.

Provided photo and content research, facilitated brainstorm and design sessions, directed outside studios in the creation of original illustration and tech art.

Conducted photo shoots and directed compositors in the creation of page proof for press.