Summary

Brand strategist and website designer skilled in crafting compelling brand stories and user-centered websites. Leveraging design thinking to create cohesive brand experiences that resonate with target audiences and foster positive user interactions.

Technically Proficient

* Brand strategy & identity
* Multidisciplinary design
* Front-end website development
* Usability best practices
* WordPress CMS
* HubSpot CRM

Education

2012 - **Media Design** (MA) - Full Sail University

2005 - **Digital Animation** (BS) - Missouri College

Experience Highlights

Consort Creative – 2012 - present

**Contract Art Direction & Senior Design**

* Creating brands, identities and that resonate with target markets and elevate brand awareness.
* Implementing brand guidelines ensuring cohesive user experiences across all platforms, strengthening corporate identity and driving results.
* Spearheading website development, from planning and design to front-end implementation.
* Developing strategic digital and print marketing solutions that address specific client pain points.

Studio/D Agency – 2019 - present

**Art Direction, Front-end Development and Digital Strategy via Consort Creative**

* Collaborating with a PR/marketing firm to help businesses succeed with strategic web development & design.
* From user-friendly CMS websites to high-converting landing pages, crafting solutions that manufacturers and non-profits need to thrive.
* Creating impactful print and digital advertising

Experience Highlights …*continued*

eLittle Communications Group – 2019 - present

**Contract Art Direction & Senior Design via Consort Creative**

* Agency project management: Leading front-end development and digital design for agency clients.
* Accessibility: and solving website accessibility challenges for public transit systems.
* Multi-channel Ensuring ADA compliance design: Creating impactful digital and print designs for public signage and client communications.
* Brand development: Crafting strong brand identities for clients, including media kits and newsletters.
* Website analytics: Monitoring website performance and providing insights for client growth.

Pacific Southwest Minority Supplier Diversity Council – 2019 - 2021

**Art Director, Graphic Design, Digital Design via Consort Creative**

* Managing the entire website lifecycle, from planning and design to ongoing optimization and social media promotion.
* Crafting user-friendly corporate websites with strong front-end development and CMS integration.
* Boosting event engagement through targeted micro-websites and strategic social media campaigns (scheduling, planning, and design).
* Excelling in all digital design aspects, including print/digital production, wireframing, prototyping, and troubleshooting.

Infoplus Commerce – Jan 2019 - Dec 2019

**Digital Designer/Associate Art Director**

* Leading website and warehouse app design, focusing on user-friendly interfaces for optimal user experience.
* Delivering a staggering 328.18% increase in website traffic through strategic online presence improvements.
* Designing compelling marketing assets for trade shows and brand identity improvements that strengthened brand voice.
* Designing high-performing email templates in HubSpot and creating custom website templates
* Developing social media content, white papers, and case studies, solidifying our position as an industry leader.

Simply Interactive – 2007 - 2011

**E-learning Development, Graphic Design**

* Led remote e-learning development teams for Fortune 500/1000 companies, creating and preparing engaging

employee training courses.

* Ensured smooth client hand-off through comprehensive course packages.