



SUMMARY OF QUALIFICATIONS

- Strong typographic and conceptual skills
- Able to carry a design from concept sketches to final press check
- Capable of leading a creative team or working independently
- Innovative thinker and problem solver
- Accomplished in creating a broad range of identity logos, packaging, marketing materials and trade show graphics, utilizing 1-7 colors
- Fluent in all of the latest graphics programs on Mac OS platform
- Knowledgeable in WordPress, Dreamweaver, Flash and responsive design for the web
- Effectively create for the eCommerce space, and understand functionality of enterprise level CMSs like Magento
- Experienced with social media
- Excellent communication and organizational skills
- Confidently manage multiple projects, while meeting all deadlines
- Well versed in marketing principles, branding, and copywriting
- Skilled in supervising outside creative resources and coordinating with vendors
- In-depth knowledge of printing techniques and processes

RELATED EXPERIENCE

Freelance Art Director/Creative Consultant

September 2004 – Present

Provided art direction and design services to local creative agencies and clients nationwide. Revitalized and updated websites, packaging, e-mail campaigns, marketing materials and trade show signage for companies in the technology, software and retail industries. Fostered client loyalty and expanded reach to new business sectors by leveraging relationships with contacts in hospitality, engineering and eCommerce markets.

Art Director/Department Manager, Western Lithographics

July 2002 – September 2004

Managed in-house art department, supervised outside creative resources and coordinated projects with vendors. Worked directly with prominent clients including Emulex, The Discovery Science Center and Del Mar Reynolds Medical to increase their profile and market share through marketing campaigns, trade show graphics, and direct mail pieces. The success with these clients resulted in increased business for our company.

Graphic Designer, Anthem Group

March – July 2002

Worked on internationally known brands including Pedigree, Uncle Ben's and M&M's, designing packaging and sales collateral that appealed to a broad consumer base and helped enhance sales.

Senior Graphic Designer, Interplay Entertainment Corp.

January 1998 – October 2001

Created a wide variety of packaging, advertising, and point of purchase elements for high profile games on such platforms as Sony PlayStation 2, Microsoft Xbox, Nintendo Gameboy Color, Mac, and the PC. Also, mentored and collaborated with junior designers on team projects.

Graphic Designer, Public Affairs Office, Cal Poly Pomona

May – September 1997

Coordinated and executed the design of the University's public relations materials including the Cal Poly Pomona Annual Report, and the alumni magazine "PolyTrends."

Freelance, College of Environmental Design, Cal Poly Pomona

December 1996 – April 1997

Re-designed the College newsletter, and created various printed pieces to advertise university events.

Intern, Warner Bros. Consumer Products

June – August 1996

Utilized graphic standards for Warner Bros. characters, building mechanicals and color specification sheets for such product programs as "Father's Day," "Garden," and "Kid's Core."

COMPUTER APPLICATION KNOWLEDGE

Adobe Illustrator	Adobe InDesign	Adobe Dreamweaver	WordPress	HTML/CSS	Microsoft Office
Adobe Photoshop	Adobe Acrobat	Adobe Lightroom	Adobe Flash	jQuery	QuarkXPress

EDUCATION

Valedictorian, College of Environmental Design
BA in Graphic Design - California Polytechnic University, Pomona
Richmond College, The American University of London