



EXPERIENCE

Senior Art Director—Monkey Business Sports, Portland, OR (July '09–present)

Managing all aspects of product development marketing and design. Restructured and re-branded product lines for better translation in mass market categories. Efficient management of creative team in Thailand. Tight involvement in product positioning, market analysis and new products—from concept through to final production.

Art Director—Monkey Business Sports, Portland, OR (Nov '08–July '09)

Product design/development, packaging design, brand development. Developed and implemented social media strategies and online brand strategies. Best work—Packaging design and project management of a Starbucks product (Block Pile) sold nationwide at 9,000 stores 4th quarter '09. Strategy, Development and Design for new Toy Line - Smash Sports .

Graphic Designer—BFG Communications, Bluffton, SC (Jan '08–September '08)

Design lead for Hilton Head Regional Healthcare Brand.

Collaborated and worked on brands such as: Veet, Pepperidge Farms, Bed Head and Coca Cola. Design production, brand development

Producer—Croyance Design LLC, Savannah, GA (October '07–May '08)

Executed a rebranding and integrated brand campaign for Savannah College of Art and Design. Developed a 2 minute pilot video featuring the life and passion of art students, the campaign was called Scadin2. My key roles were; art direction, project management and online brand strategies.

Freelance Photographer/Art Director—Gold Dog Communications, Virginia (July '07–Jan '08)

Photographed/art directed for ad campaigns. Worked with the lead Art Director to create unique compelling imagery for a national law firm.

Designer—N+A Advertising, Atlanta, GA (June–Aug '07)

Concepting, brand development, design production, animation, video production.

Worked on the Shaw Contract Group brand. Highly involved in company culture via inside jokes and in house culinary explorations.

EDUCATION

Savannah College of Art and Design (SCAD), Savannah, GA ('08)

Master of Arts—Advertising Design

Pacific Lutheran University (PLU), Tacoma, WA ('00–'04)

Bachelor of Fine Arts—emphasis in Photography.

Minor in Business (Marketing, Entrepreneurship)

Study Abroad, SACI, Florence, Italy Spring '03

KEY SKILLS

Research and development, photography, building of strong relationships, product development. Online media strategies.

TECH SKILLS

Photoshop, Illustrator, InDesign, DreamWeaver, CSS, HTML, Current Web Technologies

*Professional references available upon request.

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