

Education

Savannah College of Art and Design
Atlanta, GA
Bachelor of Fine Arts
Graphic Design
2009

Valencia Community College
Orlando, FL
Associate in Arts
General Studies
2006

Experience

RR Donnelley

Atlanta, GA
2021 – Present

The Home Depot

Sr Art Director
2021 – Present

Leads creative development for a variety of marketing collateral for the retail industry; including digital, print, environmental and experiential.

Works on highly conceptual and strategic client projects that are complex, non-routine and vary greatly in scope.

Responsible for oversight of all final project artwork prior to client approval and final release for print.

Collaborate with all levels of the creative team and client to execute 3000+ creative projects per year.

Interacts regularly with the client, pitch concepts while working with supplied consumer insights to successfully execute creative solutions that are on target, brand consistent, on time and on budget.

Focus Brands

Atlanta, GA
2014 – 2020

Moe's Southwest Grill

Assoc Creative Director
2020 – 2020

Designed and directed all POP marketing material for Moe's Southwest Grill.

Responsible for managing a three person creative team in the development of concepts, graphic design, copywriting, content creation and production.

Creative directed pre and post production photo shoots.

Effectively directed teams of marketers, food scientists, operation managers, photographers, illustrators, retouchers, stylist, and developers on a day to day basis.

Focus Brands International

Sr Art Director
2014 – 2020

Designed POP marketing material for Cinnabon, Auntie Anne's Pretzels, Seattle's Best Coffee, Carvel and Moe's Southwest Grill.

Responsible for developing concepts, graphic design, execution and file production.

Art directed pre and post production photo shoots.

Efficiently directed teams of international marketers, food scientists, operation managers, photographers, illustrators, retouchers, stylist, designers, copywriters and developers.

Kids II, Inc.

Atlanta, GA
2009 – 2014

Packaging

Graphic Designer
2011 – 2014

Designed packaging and POP for Baby Einstein, Disney Baby, Bright Starts, Comfort & Harmony, Ingenuity, Oball and Taggies.

Responsibilities included developing concepts, graphic design, file production, sourcing materials and construction.

Art directed pre and post production photo shoots.

Managed projects with printing companies to ensure quality package design delivery to major retailers such as Target, Walmart, Babies R Us, Toys R Us, Kmart and Burlington Coat Factory.

Efficiently collaborated with teams of product managers, engineers, brand managers, fashion designers, illustrators, product designers and retouchers on a day to day basis.

Marcom

Graphic Designer
2009 – 2011

Developed marketing and communication design projects from concept to production.

Responsible for graphic design including logos, collateral, publications, direct mail, POP, catalog, brochure, trade show, media kits, and video.

Freelance

Atlanta, GA
Graphic Designer
2007 – Present

Creating brand identities and environmental design projects for clients such as Simona & Alex Image and Design, Quality Cuts, Janvier, Le Trend Boutique, and Healing Heart Urgent Care.

Skills

Proficient in

Adobe Illustrator, Adobe InDesign
Adobe Photoshop, Microsoft Word, Microsoft PowerPoint, FedEx Powership, UPS Online.

Familiar with

Adobe ImageReady, Adobe Audition, Adobe Premiere Pro, Adobe After Effects, Adobe Soundbooth, Dreamweaver, Maya 7.0, Microsoft Excel.

Awards/Publications

Le Book
The Creative | Advertising
Seattle's Best Coffee Sakura Kula
2020

Atlanta Addy Awards
Bronze Award
Cinnabon World Cup Ad
2019

Atlanta Addy Awards
Golden Spike Award
Seattle's Best Coffee
Integrated Brand Identity
2018

10th Annual IHAF Awards
Silver Award
Seattle's Best Coffee
Integrated Brand Identity
2018

United States Patent
Point of Purchase Display
Patent Number 9,299,272
2016

Graphic Design USA
American Package Design Awards
March | April Issue, pg 132
2014

Graphic Design USA
American Package Design Awards
March | April Issue, pg 112
2013

Graphic Design USA
American Inhouse Design Awards
July | August Issue, pg 104, 127
2011

David Langton and Anita Campbell
Visual Marketing
New Jersey | John Wiley, pg 131–132
2011

Graphic Design USA
American Inhouse Design Awards
July | August Issue, pg 138
2010

Savannah College of Art and Design
Magna Cum Laude
2009

2nd Place, Grantmakers in the Arts
National Printing and Communications
Conference Design Competition
2008

The National Dean's List
2004 – 2008

Savannah College of Art
and Design Academic Honors
Scholarship
2006

Affiliations

American Institute of Graphic Arts
Atlanta, GA Member
2009 – Present

Who's Who Among Students
in American Universities & Colleges
Honoree
2008