
Profile

With experience in both fine art and corporate design, I am an instinctively detailed and flexible artist comfortable with project management, multitasking, delegating, and managing deadlines. I work comfortably alone or in a group, and can clearly communicate with other designers and management. I am a versatile designer: classically trained in fine art, illustration, design, and animation with expert knowledge of Adobe Creative Suite as well as drafting and design skills.

Experience

Freelance | 2014 – present

Freelance animation, motion graphics, logo design, graphic design, previsualization, and illustration. Clients range from production studios to non-profit organizations, corporations, and individuals. Clients include: Red Lion Controls, A Color Green, 10Thousand Windows, Project: Theater, Our Bar, MuggleNet, Phoenix Wire & Cable, Facet Solutions

Marketing Content Manager | LAPP USA, 2017 – 2019

Strategized and developed marketing activities for the United States and Canada. Managed campaign calendar, including production of materials and deployment dates. Oversaw day-to-day activities of the marketing department.

- *Managed monthly marketing calendar with both company and distribution marketing initiatives*
- *Integral role in identifying B2B marketing needs and developing strategies for targeting distribution*
- *Realized microsites, marketing material, and eblasts for five new product launches in 2018; reassessed and developed a new print and digital marketing strategy in response to evolving marketing practices, team needs, and budget requirements*
- *Recognized process inefficiencies and then improved communication between teams to ensure quality output with timely review and delivery*
- *Developed process for grading leads in Marketo by means and level of engagement and the hand-off procedure to the sales funnel*
- *Optimized dollars spent by tracking and analyzing sales team usage reports; increased engagement while reducing budget by 10%*
- *Key role in developing a new ecommerce platform; regularly lead cross-functional meetings, gathered feedback to identify major pain points, potential roadblocks, and usage requirements for integrating product data*

Art Director | LAPP USA, 2015 – 2017

Managed all aspects of the design production process and supervised branding, consistency, review, and final production with internal and external designers, printers, and vendors. Produced much of Lapp's creative material, and also trained coworkers on Adobe Creative Cloud and Acrobat.

- *Contributed to developing LAPP's monthly marketing calendar*
- *Produced product and features motion graphics for microsites and social media*
- *Represented North America in LAPP global marketing ecommerce and web development program*
- *Directed multiple yearly corporate branding contest submissions; three of which won first, second, and fourth place*
- *Facilitated the company's jump to a mobile-friendly, responsive marketing environment*
- *Developed and communicated corporate style and identity guidelines through global rebranding initiative; produced indoor/outdoor signage, literature, and communication material for the new corporate design*
- *Increased visual impact with customers by redesigning corporate office art displays*
- *Worked with printers and prepress to reduce production costs, establish deadlines, and maintain high-quality product*

Designer | LAPP USA, 2010 – 2015

Planned and produced motion graphics, 3D animation, web & print collateral, illustrations, and photography. Managed project deadlines, review schedules, and creative assets. Interfaced with international colleagues on design projects and to facilitate translations.

- *Saved the company thousands of dollars by bringing 75% of design production in-house*
- *Designed event logo, swag, welcome pack, and promotional art for 3-day company event*
- *Managed and improved comprehensive product information database, which is the lifeline of Lapp's eShop platform and online catalog*
- *Completely rebuilt our online product catalog web pages from the ground up, incorporating cleaner HTML and optimized responsive CSS*

- Organized and maintained extensive image library, including sourcing and formatting images for web and print use
- Conceptualized multiple trade show booth and product display materials for industry trade shows; coordinated packing and shipping to shows
- Modernized the company's file structures; converted Quark Xpress files to Adobe InDesign

Skills

Design Skills

- animated & static infographics
- data visualization
- motion graphics
- character design & animation
- digital illustration
- previsualization (concept art, storyboarding)
- video editing and compositing
- audio recording, editing, and voice acting
- photo editing & manipulation
- print design, prepress & proofing
- copyediting & proofreading
- catalog design & management
- presentation templates
- style guide development & communication
- trade show booth & product displays
- marketing collateral & product design
- online marketing (social media, banner ads, etc.)
- website development & optimization
- logo design
- event production

Software

- Adobe Creative Suite: Photoshop, Illustrator, After Effects, InDesign, Premiere Pro, Acrobat DC & Dreamweaver
- 3D Studio Max
- Microsoft Office
- TVPaint
- HTML & CSS
- Quark Xpress
- Audacity
- Project Management & CMS: Trello, Favro, Marketo

Other Skills

- High confidence in written and verbal communication, particularly in giving critique and explaining processes
- Trusted to oversee or weigh in on highly detailed projects, having a critical eye for inconsistencies and errors
- Takes responsibility individually or in a team, and fosters complementary relationships with team members
- Dedicated to continual self-development, seeking out additional help, tutorials, and professional advice for new skills
- Identifies and anticipates impediments to workflow and makes calculated steps to meet tight deadlines
- Improved efficiency and reliability in file structure, layout and templates, and work methods by researching new techniques
- Desire and ability to educate and explain difficult processes to coworkers
- Intermediate Italian language skills

Education

Maryland Institute College of Art | 2006 – 2010
BFA in Experimental Animation, summa cum laude

Arts University Bournemouth | 2009
BA(Hons) Animation Program, study abroad

References available on request.