

- PROFILE**
- 15 years of experience with a passion for designing traditional and digital interfaces (beautiful and functional websites, landing pages, mobile apps), collaborating with and leading teams, developing and executing marketing and social media strategies, writing creative briefs, proposals and articles, managing brand strategy
 - Meticulously organized with the ability to multi-task, prioritize and deliver consistently, thriving in busy environments, accomplishing challenging tasks with a positive attitude

- SKILLS**
- *Oversee or create video, graphics, website content, newsletters and other creative content, ensuring high-quality output and consistent messaging within brand identity*
 - *In-depth knowledge of design principles*
 - *Social media strategy*
 - *Best practices for user-experience*
 - *Translate information architecture and schematics into design*
 - *Design responsive interactions and multiple interfaces*
 - *Write succinctly for social media, ads, proposals, creative briefs, online articles*
 - *SEO best practices*
 - *Lead, inspire, mentor teams / Team player*
 - *Project management, resource allocation and scheduling*
 - *Project strategy, client interaction*
 - *Analyze problems, anticipate consequences and eliminate obstacles*
 - *Evaluate talent in a recruitment process*
 - *Fluent in Adobe Creative Cloud, MS Office, G Suite, WordPress (Avada, Beaver, Divi), InVision, Asana, Trello and various social media, email marketing and project organization platforms*

ART DIRECTOR
ShoreTrips
Jan - Aug 2019

Developed a new brand and voice. Managed illustrators, designers, photographers, writers and outside agency relationships. Assisted in creating a marketing team and implemented new marketing strategy. Oversaw all aspects of digital, print and showroom design, social media, email, online marketing and the ShoreTrips blog, with consistent messaging across all platforms.

FREELANCE DESIGNER
Happy-Interactive
2013 - present

Client-facing or white labeling: Responsible for proposal writing, creating budgets and workflows, social media design and strategy, copywriting, UX, mobile app design, digital and graphic design. Executing multiple projects at one time with budgets from 5K to 250K.

SENIOR DIGITAL DESIGNER
GS Design
2003 - 2013

Lead designer in various interactive environments. Created intuitive and elegant interfaces for projects ranging from large B2B to local enterprises, including non-profits and e-commerce sites, with budgets ranging from 30K to 400K, on time and within scope. Guided and directed other designers, art directed photo shoots, participated in strategic planning and wireframing, interacted with clients, managed projects, addressed technical issues, designed in tandem with the tech team.

DESIGNER/WRITER/OWNER
doorcountymom.com
2018-present

Created DoorCountyMom.com in my free time. Created a niche in the Door County travel industry by developing a website dedicated to informing and encouraging visitors to explore all parts of the area. Responsible for writing, photography, brand materials, social media posts, and press releases. Grew to 3K monthly visitors in the first year.

EDUCATION

California College of the Arts, Graphic Design
University of Wisconsin-Milwaukee, Bachelor of Arts – Graphic Design

TAGS

Lead & Mentor, Digital Design, Writing, Strategy, Social Media Marketing, Graphic Design, Art Direction, Creative Direction, App Design, Email Design & Marketing