



I am a seasoned Creative Director, Art Director, Visual & Graphic Designer with over 17 years experience in many areas of design, and the overall design process. I have worked with legendary surf brands like Quiksilver, Roxy, O’Neill, Rusty, Lost & SurfTech Surfboards. Along with brands such as Neutrogena, HarperCollins, Boost Mobile and The Blondie Comic Strip, to provide design services, marketing and brand strategy. My strengths are, but not limited to creative strategy development, ad campaigns, brand development projects, logo designs, Icon development, web sites, email campaigns, trade show booths, brand and design guidelines & social media. My role within an organization is to create and bring concepts to life through use of typography, iconography, color theory, and visual composition. I crave order, love all things design, and seek harmony between work & life. I have always worked on a mac & I am a ninja in design software.

CONTACT

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EXPERIENCE

Blondie, Austin, TX
Visual Designer/ Marketing Director, 2007 to Present
Efficiently lead and direct creative design projects in support of ongoing marketing strategies while cutting costs. Collaborating on a team while supporting design and brand consistency. Assess market position and trends while improving marketing quality results by analyzing and redesigning processes. Forge and sustain high-performance production and design teams. Ensure visual communication standards are consistently achieved. Identify opportunities for improvement; recommend changes to art, copy writing, and production teams.

EXPERTISE

- Creative Direction
- Art Direction
- Visual Design
- Graphic Design
- Web Design
- Project Management
- Marketing and Global Branding
- Ad Campaigns
- Interior & Trade Show Booth Design
- Social Media Campaigns
- Email Campaigns
- Digital Advertising
- Team Leadership
- Budget Administration
- Mastery of macOS and iOS

O’NEILL, Irvine, CA
Art Director / Designer, 2004 to 2007
Lead designer of trade show booths, in-store fixtures, digital and offline related marketing materials for O’Neill women’s and girls brands. Led a team on photo shoots, creating new fresh marketing imagery for all visual marketing needs. Presented creative design strategy to various groups and fostered consensus across all stakeholders. Managed long-range marketing and global branding, Conceptualized ad campaigns, redesigned for print and web related marketing. Recruited, hired, and trained creative staff to ensure overall visual concepts were effectively communicated. Collaborated with a team of designers to translate abstract concepts and underdeveloped ideas into visual graphics. Worked with marketing, sales, and design teams to ensure projects consistently met budget and deadline requirements.

Roxy/Quiksilver, Huntington Beach, CA
Graphic Designer / Art Director, 2000 to 2004
I joined Quiksilver as a Graphic Designer and transitioned into Art Director in 2003. I crafted, rendered, and expanded art concepts throughout production of advertising campaigns for Roxy brands. Collaborated with creative teams to develop print and web related marketing materials. Contributed to advertising campaigns, traveling to participate in photo shoots, projects, art direction, and development of advertising campaigns. Created various types of print and digital marketing materials.