

SUMMARY

Senior Brand & Visual Designer with **12+ years** of experience leading brand identity systems and integrated campaigns across B2B SaaS, CPG, healthcare, nonprofit, agency and in-house environments. Skilled in translating brand strategy into user-centered digital experiences, using Figma workflows, UX/UI principles and AI-assisted creative tools to deliver scalable, accessible design across digital and physical touchpoints.

SELECTED IMPACT

- Reached **48M+** users and drove **76M+** impressions across integrated campaigns
- Increased engagement by **25%+** across digital and social platforms
- Supported storytelling for programs backed by **1.4M+ donors** and **\$546M+ raised**
- Contributed to award-winning campaigns recognized with **multiple Telly Awards**
- Led brand storytelling initiatives supporting **\$4.75M+** in scholarship funding

CORE SKILLS

Creative Leadership: Creative Leadership · Art Direction · Brand Strategy · Campaign Development · Concept Development · Creative Direction · Mentorship · Cross-Functional Collaboration · Stakeholder Communication · Project Oversight · Deadline Management · Creative Quality Control

Brand Strategy & Design: Brand Strategy · Visual Identity Systems · Brand Storytelling · Campaign Leadership · Concept Development · Creative Direction · Design Systems · Packaging Design · Brand Consistency · Presentation & Client Review

UX/UI & Digital: Brand-led Human-Centered UX/UI · Wireframing · Rapid Prototyping (Figma) · User Flows · Journey Mapping · Responsive Web & Mobile Design · Accessibility-aware Design (WCAG) · Conversion-Focused Design (CRO-informed) · Design Thinking (IBM) · UX Research & Early Testing · Insight-driven Iteration

Design & Prototyping Tools: Figma (UI design, components, prototyping, design systems) · FigJam · Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects) · Canva

AI & Emerging Tools: Claude (Anthropic) · ChatGPT · Adobe Firefly · Canva Magic Studio · Gemini · Generative AI for Design & Marketing · AI Prompt Engineering · AI-assisted Creative Workflows · Creative Automation & Efficiency Optimization

Web, E-commerce & Marketing: WordPress · Shopify · Wix · Klaviyo · Constant Contact · Bloomerang · GiveSmart · Google Analytics

Collaboration & PM: Asana · Monday.com · Basecamp · Trello · Slack · Microsoft Teams · Google Workspace · Mural · Jira

PROFESSIONAL EXPERIENCE

Freelance Senior Art Director | HEAR Scholarship Foundation June 2025 – Present

- Lead visual direction across print, digital and event communications, strengthening brand cohesion and donor clarity
- Translate complex program data into compelling visual storytelling to support fundraising and stakeholder engagement
- Develop and implement a cohesive design system improving consistency across donor materials, reports and campaigns
- Apply UX principles, wireframes and user flows to improve usability and accessibility across digital experiences
- Partner directly with stakeholders to align creative execution with strategic and fundraising goals
- Contribute to donor engagement supporting **\$4.75M+** in committed scholarship funding
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to develop digital and print assets including marketing campaigns, social content and branded materials

Media Specialist / Brand Designer | Shriners Children's Chicago Sept 2023 – Oct 2025

- Led design and execution of integrated campaigns across digital, print and social, contributing to **48.1M+** users reached and **25%+ engagement growth**
- Collaborated cross-functionally with marketing teams and department heads on campaign execution
- Produced high-quality visual assets from concept through final production across multiple channels
- Created visual content including photography, video and campaign assets supporting systemwide initiatives
- Contributed to award-winning storytelling recognized with **multiple Telly Awards**
- Applied strong typography, color theory and layout principles to ensure cohesive, on-brand design systems
- Designed donor-facing materials and event assets supporting fundraising initiatives, including use of GiveSmart
- Basic video editing and motion graphics using After Effects

Freelance Art Director | HHPLIFT Feb 2023 – Jan 2025

- Supported B2B branding and marketing initiatives through multi-channel campaign design
- Created digital and print assets aligned with brand identity and strategic campaign goals
- Maintained visual consistency across deliverables while executing under tight timelines
- Managed multiple concurrent projects independently, ensuring quality and on-time delivery

Creative Director / Brand Designer | Kre8iv K8 Designs LLC Mar 2007 – Present

- Serve as lead creative partner for nonprofits, healthcare organizations and small businesses
- Lead brand development from concept through execution including identity systems, campaigns, packaging and websites (WordPress & Shopify)
- Translate business and brand goals into cohesive, scalable visual systems
- Present and guide creative concepts with clients and stakeholders through final delivery
- Manage multiple concurrent projects independently, balancing timelines, priorities and creative quality
- Lead brainstorming sessions and drive concept development for integrated campaigns

EARLIER EXPERIENCE

Freelance Art Director | Drafftcb / FCB Chicago 2006 – 2014

- Conceived and executed integrated campaigns for major CPG and consumer brands (Kellogg's, Jack Daniel's & McDonald's) within one of Chicago's top agency networks
- Worked across packaging, retail, trade show environments and integrated marketing with cross-functional agency teams

Freelance Art Director | Arc Worldwide 2007 – 2015

- Delivered brand and promotional design for clients including P&G, Kellogg's, and through Leo Burnett's shopper and promotional marketing arm
- Focused on retail activation, identity systems and campaign executions across digital and print

Freelance Designer – Packaging & Brand | Shure 2007 – 2010

- Designed packaging and brand materials for Shure's consumer audio product lines

Art Director (In-House) | Upshot 2005 – 2006

- Full-time Art Director at Chicago integrated marketing agency, developing campaigns across promotional, digital and print channels for Disney, P&G, Miller, Pilsner, Mickey's Malt Liquor & CoverGirl
- Produced print and digital production files for global marketing materials
- Maintained visual standards across product communications

Art Director (In-House) | Horizon Hobby 2004 – 2005

- Created graphic layouts for trade shows and promotional materials supporting B2B product launches for internal brands (E-Flite, Losi, Spektrum & Blade)
- Designed print and digital assets for retail and e-commerce channels
- Ensured accuracy and attention to detail in production-ready files

Intern – Art Director | IMS – Integrated Marketing Services 1999 – 2001

- First design role — grew from intern to Art Director at an integrated marketing agency, building foundational skills in campaign design and brand identity

EDUCATION & CERTIFICATIONS

Bradley University — Bachelor of Arts in Graphic Design

- IBM Design Thinking Practitioner (AI)
- Google UX Design Professional Certificate
- Generative AI: Generate Smarter Outputs — Professional Certificate
- Build Dynamic User Interfaces (UI) for Websites
- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define & Ideate
- Build Wireframes & Low-Fidelity Prototypes
- Conduct UX Research & Test Early Concepts
- Create High-Fidelity Designs & Prototypes in Figma
- Design a User Experience for Social Good

COMMUNITY INVOLVEMENT

Make-A-Wish Foundation · Bravo Performing Arts · Oak Park Women's Guild · Habitat for Humanity · RefugeeOne · New Moms · LifeSpan Counseling · Oak Park Pediatrics