

PROFESSIONAL SUMMARY

Strategic Senior Brand Designer and Art Director with 14+ years of experience developing integrated campaigns, scalable brand systems and high-impact creative for global brands, healthcare organizations, nonprofits and emerging businesses. Skilled in creative leadership, brand governance, design systems and creative operations — known for building repeatable workflows, templates, and documentation that improve consistency, accessibility and speed to market. Advanced knowledge of WCAG accessibility principles and AI-assisted creative workflows.

CORE COMPETENCIES

Creative Leadership & Operations: Art Direction · Creative Strategy · Team Collaboration · Cross-Functional Leadership · Stakeholder Management · Creative Operations · Process Improvement · Workflow Development · Project Management · Vendor Management · Mentoring · Design QA

Brand & Integrated Marketing: Brand Strategy · Brand Development · Campaign Development · Integrated Marketing · Digital Marketing · Social Media · Content Strategy · Website Design · UX/UI · Print Design · Environmental Graphics · Experiential Marketing · Recruitment Marketing · Healthcare Marketing

Design Systems & Production: Brand Governance · Visual Identity Systems · Scalable Design Systems · Brand Standards · Style Guides · Reusable Templates · Design Documentation · SOP Development · Asset Management · Production Standards · Responsive Design · WCAG Accessibility

TECHNOLOGY

Design: Adobe Creative Cloud (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Adobe Acrobat, Adobe Lightroom, Adobe Firefly) · Figma · FigJam · Canva

Web & CMS: WordPress · Shopify · Wix · Squarespace

Project Management & Collaboration: Asana · Monday.com · Jira · Trello · Basecamp · Slack · Microsoft Teams · Miro · SharePoint · OneDrive · Dropbox Business · Google Workspace · Microsoft 365

Marketing & Analytics: Meta Business Suite · Hootsuite · Google Analytics · Google Search Console · YouTube Studio

AI & Automation: ChatGPT · Google Gemini · Claude · Adobe Firefly · Prompt Engineering · AI-Assisted Research · Workflow Automation · AI Content Development · AI Image & Video Generation

PROFESSIONAL EXPERIENCE

MEDULLA, LLC / CHIRO ONE | Senior Visual Designer | May 2026 – Present

- Design and produce creative assets and integrated marketing materials across 150+ healthcare clinic locations, including advertising, recruitment campaigns, clinic branding, organic social media, brochures, environmental graphics, video and digital content.
- Manage and mentor a team of 4, providing creative guidance and workflow support to ensure consistent, high-quality output.
- Create new systems, templates and production workflows that streamline design and content processes, improving brand consistency and efficiency across marketing, social media, web, recruitment and clinical teams.
- Apply WCAG accessibility principles — color contrast, typography, visual hierarchy, readability, responsive design — to digital and web-based creative.
- Utilize ChatGPT, Gemini, Claude and Adobe Firefly to support creative development, research, content production, image generation and workflow automation.
- Support the Brand Ambassador content program, creating submission processes, campaign briefs, communication templates and production schedules for long-term scalability.
- Contribute to website redesign and answer engine optimization initiatives, improving content structure, accessibility, internal linking, user experience and QA processes.

SHRINERS CHILDREN'S CHICAGO | Media Specialist / Brand Designer | September 2023 – October 2025

- Led the design and execution of integrated marketing campaigns across digital, social media, print, video, events, fundraising and internal communications, reaching 48M+ users and increasing engagement by 25%.
- Collaborated with marketing, communications, clinical teams, photographers and videographers to translate complex healthcare information into clear, compassionate, accessible visual storytelling.
- Designed campaign concepts, digital content, social graphics, event materials, publications, presentations and signage.
- Created reusable templates and visual systems that improved brand consistency and production efficiency across departments.
- Supported award-winning video and storytelling initiatives recognized with multiple Telly Awards.

KRE8IV K8 DESIGNS LLC | Founder / Creative Director | 2015 – Present

Concurrent Creative Consultancy

- Founded and manage a full-service creative consultancy providing brand strategy, visual identity development, website design, digital marketing, print campaigns and creative direction for healthcare organizations, nonprofits, startups, and small businesses.
- Develop scalable brand systems, including logos, visual identities, style guides, reusable templates, digital assets, websites and marketing collateral.
- Lead client discovery, creative strategy, concept development, project planning, design production, vendor coordination and final delivery.
- Build accessible, user-centered websites and communication materials that support business growth, fundraising and brand awareness.

ARC WORLDWIDE · DRAFT · UPSHOT · OTHER AGENCY PARTNERS | Senior Art Director / Art Director | 2005 – 2015

- Developed and directed integrated marketing campaigns across retail, shopper marketing, packaging, digital, experiential, promotional and environmental channels for Fortune 500 brands including Disney, McDonald's, Kellogg's, Procter & Gamble, Jack Daniel's, Shure, Miller, Horizon Hobby, Mickey's and Pilsner Urquell.
 - Art directed photography, packaging, retail displays, promotional programs and digital advertising from initial concept through final production.
 - Partnered with account teams, strategists, copywriters, designers, photographers and production teams to deliver cohesive campaign experiences, presenting concepts to agency leadership and national brand clients.
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NONPROFIT LEADERSHIP & COMMUNITY DESIGN

HEAR Scholarship Foundation | Brand Strategy & Creative Direction | Ongoing

- Develop brand identity, social media content, catalogs, event invitations and auction materials supporting fundraising and community engagement, associated with more than \$4.75 million in scholarship funding.

HHPLIFT | Marketing Design & Photo Editing | Ongoing

- Design catalogs and marketing materials, including photo editing and retouching, supporting brand presentation and B2B marketing initiatives.
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COMMUNITY INVOLVEMENT

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

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Graphic Design — Bradley University

IBM Design Thinking Practitioner · Google UX Design Professional Certificate · Additional development in WCAG Accessibility, Generative AI, Figma, Design Systems, AEO, Content Strategy and Emerging Creative Technologies