

SUMMARY

I have sixteen years of digital design and print experience for award-winning projects including SCORM and AICC compliant eLearning modules, Flash animations, front-end web designs, brand development, application design, annual reports, direct mail campaigns, and business development presentations. I have a seasoned understanding of establishing creative direction grounded firmly in brand guidelines and client goals to develop a comprehensive, well thought out and precisely executed campaign. My experience spans from Designer to Director. Although I have experienced the production process from almost every angle, the basics of design do not change. I consider the end user experience is paramount among all factors. Art evokes emotion and inspires action. This is the foundation of my career.

EXPERIENCE

Freelance Graphic Designer/Illustrator/Animator – Atlanta, GA 2015 to Present

- Create contemporary marketing collateral for various agencies.
- Video Editing and effects using a variety of applications, including After Effects and Premiere.
- Providing graphic and illustration services for various agencies.

Creative Services Lead, Georgia Tech Research Institute – Atlanta GA 2013 to 2015

- Developed internal media production capabilities at GTRI that did not formally exist.
- Lead a ten person team. Includes maintaining a detailed workplan.
- Maintained and execute a repeatable product development lifecycle for the development and evolution of advertising and communication campaigns.
- Created, managed, and maintained eLearning content for internal and external GTRI sponsors.
- Researched new media types to enhance the quality of, or refine the process for, creating media for learning content.
- Conducted thorough unit and system testing scenarios.
- Hired outside contractors and internal talent to rapidly meet the changing demands of our clients.
- Defined standards for producing various media types, including 3D and video, for the purpose of delivering effective communications.
- Awarded Telly bronze for *Best Gifts: 2014 GTRI Animated Holiday Card* in the category Online Video - Online Webisodes, Segments, or Promotional Pieces Information.

Instructional Technologist/Graphic Designer/Illustrator, NASCO – Atlanta GA 2012 to 2013

- Created engaging eLearning modules for a major medical benefits provider.
- Worked closely with Instructional Designers to develop visually stimulating content to support presented information.
- Developed custom illustrations and animations for digital repository.
- Provided creative input during the development process.

Freelance Graphic Designer/Illustrator/Animator – Atlanta, GA 2011 to 2012

- Created contemporary marketing collateral for various agencies.
- Developed branding initiatives for start-up businesses.
- Maintained a “Sketch of the Day” blog for over a year.

EXPERIENCE

Graphic Designer/Illustrator/Animator, **TSYS – Alpharetta GA** 2010 to 2011

- Developed various sales tools, ranging from print to electronic media.
- Responsible for the design of many brand name reward program websites, leveraging various style and brand guidelines.
- Worked closely with the development team to ensure adherence to brand and style standards.
- Implemented seasonal campaigns for several large retail companies.

Production Manager of Custom Content, **Intellum – Atlanta GA** 2008 to 2010

- Managed design and implementation for a ten person freelance development team.
- Developed unique interactions and animations using Actionscript.
- Successfully deployed twelve course hours of eLearning content in a five month time period.
- Provided technical and usability input during the conceptual and detailed design phase of each courseware development cycle.

Team Lead/Senior Developer/Designer, **The Home Depot – Atlanta GA** 1999 to 2008

- Responsible for the successful offshore media development for interactive content and subsequent process integration.
- Monitored the progress of efficiencies gained by using “offshoring” model and continually analyzed areas of opportunity for improvement.
- Managed graphic design and audio for a seven person Media Production team.
- Mentored full time associates on the Media Production team.
- Responsible for annual review summaries for team members.
- Developed over twenty hours of content for touchscreen technology.
- Deployed of over two hundred course hours of eLearning content.
- Managed media team(s) for the media production of multiple courses simultaneously.
- Researched and implemented various types of graphic approaches to allow for deployment of media-rich content in a low-bandwidth environment.
- Responsible for interviewing, hiring, and laying off professional media talent.
- Directed photo shoots and voice-over audio sessions.
- Created metrics for time estimation purposes for creating and maintaining all media.

EDUCATION

The Art Institute of Atlanta – **Atlanta GA** Class of 1997

- A.A.S.; Computer Animation
- Honors Graduate, 1997
 - Awarded Scholastic Scholarship
 - Awarded Best Portfolio, Summer '97

State University of New York at New Paltz – **New Paltz, NY** Class of 1990

Bachelor of Science; Visual Arts

Sullivan County Community College – **Loch Sheldrake, NY** Class of 1987

A.A.S.; Commercial Design