



TRAINING

The Art Institute of Dallas
Dallas, Texas
BFA Graphic Design

TECHNICAL TOOLS

Illustrator
InDesign
Photoshop
After Effects
Animate (Flash)
XD
MS Office & SharePoint
InVision
Workfront & Asana
Squarespace
& More

ON THE BOARD

07/15 – 07/17
Dallas Society of Visual Communications (DSVC),
Chairman of Marketing & Communication

Lead a small team responsible for the ongoing management & growth of the social media presence. Raised DSVC brand awareness & social footprint by over 400% on Instagram in one year.

EXPERIENCE

11/17 – Present

The Great Exhibition LLC, Owner/Creative Director

- › We help enterprise to mid-size companies engage their audience & advise strategic marketing decisions.
- › Collaborate with your existing teams to build new brands or reposition your within your market.
- › We offer branding, print, & environmental design. How can we help you reach your goals?
- › **Clients:** Federal Reserve Bank of Dallas, Bell Helicopter, First Command, The Curious Company, & more.

5/16 – 11/17

The Starr Conspiracy, Art Director/Graphic Designer

- › Launched start-up brands to be acquired in a 1 week to 1 month. Cutting normal “quick to market” brand development time by over 80%.
- › Created a wide variety of trade show experiences (pre, at, & post show), lead generation campaigns, infographics, eBooks, hundreds of digital animated & static ads, & complete responsive websites.
- › Quickly adapted while working within the agency’s Agile methodology model in 2 week sprints.

5/10 – 5/16

Pier 1 Imports, Packaging Designer

- › Developed concepts & custom illustrations to create detailed style guides for the production team to be used to apply all products types.
- › Mentored designers to reach their career goals & empowered them to explore their own creative interests.
- › Worked with buyers & various external overseas vendors to create products that were on trend & perfect for our target demographic.

01/06 – 05/10

Dell Services/Perot Systems, Technical Writer (Graphic Designer)

- › Designed print layouts, flash interactive animations, event booths, & other client facing deliverables.
- › Created brand guidelines, print, & digital templates for a smooth Dell acquisition in 2009.
- › Collaborated with IT, healthcare, government, VP’s, & other teams on various internal & external projects.

01/04 – Present

Martha & Greer (formerly LaViyshey), Design Consultant

- › Create digital patterns for clothing & upholstery projects.
- › Collaborate with fashion designer & digitize embroidery for clients.
- › Manage all printing, creative, and marketing needs for the company.