

QUALIFICATIONS Over thirteen years of graphic design experience working with large- and small-scale clients, including Fortune 500 companies and local business owners.

Hands-on experience with all stages of the design process and software, from client contact and proposal writing to conceiving, prototyping, information architecture, responsive mobile design, production, testing, and on-time delivery.

Highly proficient in Mac and Windows OS, hand-coded HTML and CSS, WordPress, and software including Adobe Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop, Quark Xpress, and product photography.

EXPERIENCE **Principal**

Freelance — January 2001 - Present

Responsible for all aspects of production and design, including corporate and brand identity; environmental graphics; website and eCommerce design and programming; packaging; photography; apparel, DVD cover, disc, and interface artwork; copy writing; event posters; and digital illustration and coloring.

Present and former clients include Lucid Sound, Mobile Learning Networks, RVCKVS, Deckers Outdoor Corporation (Teva and Simple Shoes), PETCO, University of California San Diego, Marvel Entertainment, DC Comics, Image Comics, et al.

Art Director

Interactive Graphic Designer

Mad Catz, Inc. — August 2013 - May 2014, April 2010 - August 2013

Managed a team of local and international web designers and developers through the redesign and development of the new Mad Catz website (resulting in an average annual increase of +69.7% pageviews and +110.84% unique visitors) and Mad Catz eCommerce store (resulting in an +18% increase in online sales); coordinated with Marketing Managers to develop, execute, and implement advertising and email campaigns for the company's brands, including Mad Catz, Saitek Simulation, and TRITTON Audio; worked directly with retail partners like Amazon and New Egg on marketing opportunities, such as banner ads, product content, and store-within-a-store sites; planned, directed, and executed photo shoots.

Partnered with marketing associates from Microsoft, Nintendo, Capcom, NAMCO-Bandai, Electronic Arts, Ubisoft, 2k Games, Respawn Entertainment, Gearbox Software, and Major League Gaming to promote product and brand awareness.

As Interactive Graphic Designer, designed and produced product artwork and packaging, web sites for both desktop and mobile use, broadcast assets, tradeshow booth graphics, online advertisements, and magazine advertisements; oversaw and implemented a new lifestyle-oriented vision for the Mad Catz brand.

Graphic Designer

The Mth Degree (formerly Morris) — April 2009 - July 2009, April 2007 - September 2008

Created advertisements, brand guidelines, event/tradeshow graphics, vehicle wraps, point-of-purchase displays, packaging, websites, and web banners, and conducted photo shoots for the agency's major clients, including Konami, Mattel, San Diego Chargers, Sharp, Sony, and Upper Deck.

Photographic Assistant

Grasslands Road (formerly Amscan Inc.) — August 2006 - February 2007

Prepared product photographs for publication in internationally distributed catalogs; color-corrected and retouched product photographs, including prototypes, to resemble final products; altered, combined, and manipulated photographs to create nonexistent products.

Graphic Designer

Urban Graphics (formerly Simian Group) — February 2001 - May 2004

Designed title treatments and DVD/VHS covers, disc art, and interface artwork; produced various materials for clients, such as logos, page layouts, catalogs, and scrapbooking materials; color-corrected and retouched both product and portrait photographs, scanned and digital.

EDUCATION **Macomb Community College, Warren, MI** — September 1998 - December 2000

Completed coursework in traditional art and graphic design departments, including typography; advertising, packaging, and publication design; pre-press; commercial portraiture; and photo-based illustration.