

Qualifications

Enthusiastic and dedicated design professional with strong project management and strategy development experience. Expertise designing print and interactive materials for improving brand performance. Strong ability to work cross-functionally on marketing, sales, PR and media projects that drive brand awareness.

Expert in all aspects of printing process & client relationships. Proficient in InDesign, QuarkXPress, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat with working knowledge of Dreamweaver, WordPress & Flash.

Experience

ANDSHEDESIGNS Los Angeles, CA

Freelance Designer April 2009—Current

Expert design for a diverse group of clients in a variety of platforms

- Executed Brand Assessment & branding Guidelines for Citizens of Humanity
- Web-design development & print design for clients such as Suzie Roth Design, M&C Saatchi, Piperlime, Belkin, California Healthline & Live Nation
- Brand Development, Web-design & Package design for clients such as Version X Design, Metropolis Beauty, Macadamia Natural Oil and Icon Beauty

DISTINC, Los Angeles, CA

Senior Designer May 2007—April 2009

Part of an award winning team of conceptual designers that specialize in branding.

- Directed projects with a variety of clients including Disney, Autry Museum Johnson and Johnson, LA's Best, Withoutabox & Balcony Press
- Lead in strategic and creative development of print & interactive projects
- Art Directed, designed, and handled all production for LA STAGE magazine, a bimonthly print publication and The Ovation Awards, a yearly event
- Contributed to the development of new business proposals & presentations
- Implemented brand assessments for clients and translated it into effective & inspiring visual communication & identity systems
- Collaborated on developing a new presence for Neutrogena in India & China with environmental store graphics & brochure design

MM Agency, Yardley, PA

Designer August 2005—May 2007

Designed direct print materials for a variety of high profile clients.

- Developed concepts for seasonal promotions for in-store displays & direct mail for clients such as Cingular, Virgin Mobile, GE, Exxon Mobil & Home Depot
- Brought a fresh and creative approach while staying within brand guidelines.
- Responsible for all production

DLG MEDIA HOLDINGS, Philadelphia, PA

Production Designer August 2004—August 2005

Responsible for pagination & templating of both DC STYLE & Philadelphia STYLE magazines, as well as both city's supplement city guides.

- Executed photo retouching & color correction for the magazine
- Designed invites, magazine spreads & ads

PINK DESIGN INC., New York City, NY

Graphic Design Intern May 2003—August 2003

Apprenticed on book design under two expert designers

Education

Moore College of Art & Design, Philadelphia, PA
BFA Graphic Design Major, Photography Minor

Awards

2 designs featured in Print Design Annual 2008.