

Summary

Senior designer/freelance creative director whose passion has spurred over 11 yrs. of advertising/marketing experience and 16 yrs. of self-managed freelancing. Highly adept at turning chicken scratch into chicken salad under tight deadlines and low budgets. Growing self-taught video editing and motion graphic skill set. Introductory level UI/UX and coding knowledge.

Education

Foundations in Creative Leadership Certificate, IDEO University

2020 · Digital Program

- Courses: Cultivating Creative Collaboration, Leading for Creativity, Storytelling for Influence

Continuing Education, School of Visual Arts

2013-2015 · New York, NY

- Courses: Creative Solutions for Thinking Differently, Heart of the Matter (Concept Development)
- Workshops: Intro to Information Architecture, Interaction Design and Strategy Workshop

BFA Graphic Design, Colby-Sawyer College

2008-2012 · New London, NH

- Cum Laude Diploma and Wesson Honors Program Certificate
- Solo Capstone Design Exhibition
- Design Club President

Software

- Design: Acrobat, Dreamweaver, InDesign, Illustrator, Photoshop
- Video Editors: After Effects, Filmora, Screenflow, Windows Movie Maker
- Other: Excel, Keynote, PowerPoint, Prezi, Word, XMPie

Experience

Senior Designer, BCG Connect

June 2017-Present · Wilmington, MA

- Senior Designer (March '24-Present), Designer (June '17-March '24)
- Designed direct mail campaigns, eblasts, marketing materials, and social media for education, healthcare, nonprofit, and corporate clients.
- Responsible for managing 30-35 simultaneous projects during peak periods as well as coordinating with an additional designer, freelancer, and a data/imaging professional.

Freelance Creative Director, Causare

August 2007-Present · Greater Boston Area

- Responsible for design, creative direction, and client service for projects such as advertising, apparel, branding, publications, and digital media.
- Provided video services such as editing, producing, and motion graphics.
- Self-published and marketed a 230+ page compilation portfolio book.

Graphic Designer, Bayard Advertising

May 2015-October 2016 · New York, NY

- Designed employer branding projects including campaign symbols, career websites, collateral, landing pages, print advertising, social media, trade show displays, vehicle wraps, video, and web banners.
- Collaborated with the creative team, as well as worked independently, on projects from both a conceptual and visual standpoint.
- Assisted in various creative business pitches to potential clients.

Graphic Designer, Alpha Graphics

October 2012-May 2015 · Greenwich, CT

- Responsible for design and pre-press of business and consumer projects including advertising, business cards, event signage, large format pieces, logos, publications, stationary, and variable data mailings.
- Maintained quality output under frequent same day rush turnarounds.

Graphic Designer, Colby-Sawyer College

October 2009-May 2012 · New London, NH

- Held two work study positions designing event posters for the campus activities office and various graphics for the student development office.

Design Intern, Crop Marks Design Studio

June 2011-August 2011 · Concord, NH

- Assisted the creative director in a variety of tasks such as concepting, design, presentations, SEO, and website maintenance.

Graphic Designer, Salem School District Graphic Arts

June 2006-August 2010 · Salem, NH

- Responsible for design, client service, and pre-press of stationary and publications for Salem School District during summers and freelance clients during the school year.