



ABOUT

Art Director with extensive expertise in concept development, branding, and design strategy. Experienced in driving the creative vision from ideation to execution, particularly in the development of editorial content and social-first campaigns. I have a proven track record of managing multiple projects and creative teams, delivering compelling visual campaigns within tight deadlines. My strengths lie in leading cross-functional collaborations with designers, copywriters, photographers, and other creatives, ensuring that every project tells a cohesive and engaging brand story.

I excel in conceptualizing and executing unified visual campaigns that resonate across various channels, from photoshoots to final post-production. My ability to guide creative direction, while maintaining brand integrity and exploring innovative solutions, allows me to push boundaries and deliver impactful results. A strong communicator and presenter, I thrive in environments that demand both creative thinking and strategic problem-solving, always striving to elevate the brand's voice and visual identity.

I'm driven by a passion for creativity and innovation, always seeking to refine my craft. By staying attuned to the latest trends in social media, fashion, photography, and culture, I ensure that my work remains not only fresh but also strategically aligned with evolving industry landscapes.

SKILLS

- Creative Direction
- Conceptual Development
- Photoshoot Planning & Execution
- Brand Identity Evolution
- Cross-Functional Collaboration
- Post-Production Management
- Trend Analysis
- Creative Brief Development
- Communication & Presentation
- Adobe Creative Suite Mastery

AWARDS

Leaflink (2023) - STIIIZY

- Top Selling Brand - Arizona, Nevada
- 2nd Fastest Growing Brand - Nevada
- 2nd Top Selling Brand - Michigan

Leaflink (2021) - Sunderstorm Inc.

- Winner for Best Advertising

Leaflink (2020) - Sunderstorm Inc.

- Winner for Most Creative Advertising

EDUCATION

Georgia Southern University

Bachelor of Fine Arts, Graphic Design - 2018

- President's List: Fall 2015 - Fall 2016
- Dean's List: Fall 2014, Spring 2017, Fall 2017

WORK EXPERIENCE

STIIIZY | Art Director | October 2022 - Present

- Spearhead the creative vision and execution for STIIIZY's brand presence across multiple new grand opening locations throughout Northern and Southern California.
- Develop comprehensive creative briefs, translating initial client ideas into actionable plans that include timelines, deliverables, and creative direction.
- Conceptualize and produce cohesive visual campaigns, leveraging a mix of graphics, copy, trending topics, and multimedia to effectively engage target audiences.
- Lead and mentor diverse creative teams, ensuring seamless collaboration and the timely delivery of high-quality work, even under tight deadlines.
- Uphold and evolve the STIIIZY brand identity, maintaining a consistent brand "voice" across all deliverables while pushing industry standards.
- Assess team strengths and foster an environment where designers feel empowered to innovate and exceed expectations.

Sunderstorm Inc. | Senior Designer | February 2020 - October 2022

- Collaborated closely with the marketing manager to conceptualize and develop creative concepts and comprehensive style guides for high-impact media campaigns.
- Led the end-to-end management of creative campaigns, from initial brainstorming through to final execution, ensuring alignment with brand objectives and market trends.
- Designed and launched successful packaging for new products, driving brand visibility and consumer engagement across state and national markets.
- Created and executed design solutions for a wide range of mediums, including convention booths, print production, digital advertisements, and brand identity assets.
- Consistently managed multiple projects simultaneously, delivering high-quality results within tight deadlines, while maintaining a strong focus on detail and brand consistency.

Clever Tiger | Graphic Designer | October 2018 - February 2020

- Developed diverse graphic design solutions, including layouts, motion graphics, and brand identities, for a variety of clients across different industries.
- Adhered to strict brand guidelines while bringing fresh, innovative ideas to the table, ensuring each project maintained the company's brand integrity and client objectives.
- Managed multiple design projects concurrently, consistently delivering high-quality work within tight deadlines and adapting quickly to shifting priorities.
- Collaborated with cross-functional teams to conceptualize and implement unified visual themes across multiple platforms, ensuring cohesive brand messaging.
- Provided design support for a wide range of deliverables, from digital assets to print materials, effectively meeting client needs and expectations.

Georgia Southern University Auxiliary Services Marketing

Graphic Designer, April 2016 - July 2018

- Designed and developed a wide range of marketing materials, including graphics and logos, to support multiple departments across the campus, ensuring alignment with university branding.
- Collaborated with a dynamic creative team to establish and maintain unified event themes across various mediums, including print, digital, and environmental graphics.
- Managed and organized creative assets for diverse campus-wide initiatives, streamlining the production process and ensuring timely delivery of all materials.
- Played a key role in brainstorming and executing marketing strategies that enhanced the visibility and impact of campus events and services.
- Demonstrated strong project management skills by handling multiple design projects simultaneously, consistently meeting deadlines and maintaining high standards of quality.