

Professional Summary

Passionate Graphic Designer able to provide creative and innovative solutions from initial concept to final delivery for interactive and print projects meeting strategic and business goals. Intimate familiarity with industry-standard tools including Photoshop, Illustrator, InDesign, Quark, Acrobat, Flash, XHTML, HTML, CSS, PHP and Office in Mac and PC environments. Highly motivated and organized, performing well in either a team-based collaborative or individual setting.

Recent Work Experience

09.06-Present: Mayo Clinic

Provide creative services (including art direction, graphic design and layout, for printed and interactive projects, web development -- HTML and Flash) for internal clients within Mayo Clinic.

www.mayoclinic.org
Art Director

02.05-08.06: GiftTree

Oversaw all creative services needs from website design, development and maintenance to art direction, design and production all printed media including: catalogs, packaging, brochures, promotional materials, etc. Worked collaboratively with all company departments and vendors to help strengthen and grow the GiftTree brand into a nationally recognized gift services retailer.

www.gifttree.com
Graphic Designer

04.04-12.04: Live Axle Interactive

Member of a veteran team of interactive professionals working on projects for local and national clients. Designed website interfaces and produced final graphics, worked collaboratively with developers to insure visual consistency throughout client projects. Also created print templates for client use.

www.liveaxle.com
Art Director

02.04-04.04: The DeFreece Group

Core member of a small team creating packaging templates for a Fortune 500 client. Streamlined graphic design and production workflow to deliver world-class results under extremely tight deadlines.

Designer

07.01-02.02: LiquiVision Entertainment, Inc.

Member of a variety of teams developing interfaces and final art for interactive entertainment experiences to use on a wide range of devices. Worked with Executive Management to create corporate branding and identity elements, including logo, print collateral, website and PowerPoint presentations.

Art Director

02.00-05.01: AGENCY.COM

Member of award-winning creative team. Worked collaboratively with both internal and client teams and client vendors comprised of information architects, programmers, project managers on a national and international level.

www.agency.com
Designer

06.99-02.00: Filter

Client: **MSN MoneyCentral.**

Member of design team. Maintained graphic needs, designed new features and art directed illustration for special editorial packages and site features.

www.filtertalent.com
Designer

Select Freelance Clients

Intel, NetIQ, Webridge, JH Kelly, Via Training, St Honoré Boulangerie, Gramor Development, Portland Boychoir, Fitz-Gerald Research Publications, Growler/TNG Earthling

Freelance Project Highlights

Fitz-Gerald Research Publications

(www.keithfitz-gerald.com)

Working collaboratively with client have redesigned website to meet specific strategic goals and increase organic search engine traffic through SEO while building site.

TM Custom Portraits

(www.tmcustomportraits.com)

Assisted the client to establish a successful portrait photography business by creating her initial identity and website. Website was created in a manner to allow the client to easily update graphics on the site by simply uploading new ones. Currently handle website maintenance.

Portland Boychoir

Redesigned website (www.portlandboychoir.org) to improve their online presence. Have also illustrated and designed marketing materials (posters, program, advertisements, flyers, t-shirts, etc.) for their annual concert series.

Everyday Gourmet

Created logo, menu system, website (www.nwasianfusion.com), signage and marketing materials for restaurant in SW Portland. Ongoing work as needed for website maintenance and marketing materials.

St. Honoré Boulangerie

Created an identity leveraging client's family history with French breadbaking and applied it to a range of marketing collateral, marketing communications and packaging.

Learning

95-98: **Pacific Northwest College of Art**
Portland, OR
BFA Graphic Design

92-95: **Eastern Washington University**
Cheney, WA
(General studies with a focus on Art, Education and English)