

Profile

Creative design enthusiast with a passion for pixels. Senior-level graphic design and art direction experience in marketing, branding, advertising, and making it "pop."

Career Highlights

Beacham & Company Real Estate | January 2019 - Present

Contract Graphic Designer

Marketing design for Atlanta's high-end real estate market. Projects have included brochures, email campaigns, social media graphics, and branded agent collateral.

Inspire Brands | March 2019 - June 2019

Contract Graphic Designer

Designed branded content for Arby's, Buffalo Wild Wings, Sonic, and Rusty Taco as part of the Internal Communications team. Projects include designs for the National Arby's Franchise Conference, fundraising events, logos, store-level incentive programs, corporate signage, and presentations.

Mellow Mushroom | Atlanta, Georgia | April 2011 - July 2018

Senior Director of Graphic Design

Led the design team to develop brand marketing collateral at national and local levels. Drove store sales through the creation of graphics for in-store promotions in collaboration with the operations, field marketing, beverage, and digital teams. Designed print and social media graphics for large-scale brand partnerships, which have included Coke, the ACC, Dine Out for No Kid Hungry, the Falcons, the Braves, Sports Authority, Sweetwater, Sam Adams, Blue Moon, Nespresso, PBR, and Terrapin among others. Directed photographers and stylists during photo shoots, worked on copy editing, as well as ensuring outside agencies adhered to brand standards. Other projects have included designs for catering, online ordering, LTO menus, e-mail and social media campaigns, photo retouching, conferences, gift card programs, apparel catalogs, and local franchisee marketing.

FOCUS Brands (Cinnabon and Moe's Southwest Grill) | Atlanta, Georgia | May 2008 - November 2010

Lead Graphic Designer

Worked on a corporate re-branding for Cinnabon to include new packaging, product launches and interior store graphics. Participated in R & D and brand-building sessions to transition Cinnabon to an internal creative team. Designed in-store POP, menu boards, implementation guides, training manuals, and local ads to increase sales. Led the design of collateral for seasonal promotions as well as directing photo shoots. Also designed marketing materials for Moe's Southwest Grill, which included sales materials, direct mail campaigns, billboards, and social media assets.

The Creative Group | Atlanta, Georgia | January 2007 - April 2008

Contract Graphic Designer

Worked with several agencies on short- and long-term design projects. Contracts have included Brunner Advertising, The Gift Wrap Company, H.E. Harris & Company, and Trio Media Group.

Cinema Screen Media | Atlanta, Georgia | February 2001 - December 2006

Senior Graphic Designer

Designed on-screen advertising and entertainment media as part of the theater pre-show for nationwide movie chains including Regal, Century, Marcus, Classic and Harkins. Clients included local, regional and national advertisers. Worked closely with the sales team to create artwork for analog and digital formats, with a focus on motion graphics. Responsible for exhibitor media for promotional campaigns, as well as managing a client base of up to \$800k on a monthly basis. Other projects ranged from creating quarterly trivia programs and corporate sales aids, to designing a complete line of feature ads to outline theater policies, and increase concessions.

Cable & Wireless | Vienna, Virginia | November 1998 - September 2000

Senior Graphic Designer

As part of the Marketing and Global Card Services division, designed custom retail calling-card programs for local and national retailers including Disney, Discover, Pepsi, Buena Vista and others. Projects focused on sales presentations, point of sale merchandising, infographics, and retail displays.

Freelance Work

Taste of Atlanta | Atlanta, Georgia

Event graphics for Food That Rocks, Southern Wing Showdown, Atlanta's Best Somm Competition, and the James Beard Sponsor dinner. Projects included banners, ads, social media, and event signage.

National Small Business Council | Columbia, Maryland

Trade-show graphics for the Annual Naval Surface Warfare Center Conference and the Intelink Technology Exposition. Projects included brochures, postcards, logos, web banners, and more.

Clients

Farm Burger | Vericor | Keysight Technologies | IMI Agency | Quickflight | Innovatory | SOHO Media Group

Education

Rochester Institute
of Technology

Rochester, New York

Bachelor of Fine Arts

Graphic Design

Design Expertise

Art Direction

Branding

Marketing

Corporate Identity

Logo Design

E-mail Design

Retail Displays

Typography

Editorial Design

Packaging

Photo Shoots

Photo Retouching

Copy Editing

Event Design

Graphic Software

Adobe CC Suite

Powerpoint

Photoshop

Illustrator

InDesign

Acrobat

Bridge

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