

2018-
PRESENT

SLALOM | SENIOR CONSULTANT

As a leader within the Experience Design team at Slalom, I partner with clients to design viable, desirable, and feasible solutions. My primary focus has been conceptual vision work, product design, and brand experience within the financial services and healthcare industries, where in addition to creating dev-ready designs, I also facilitate workshops and collaborative sessions with clients of all levels, empower delivery teams to push beyond what's easy in order to achieve user-centered solutions, and help get buy-in on the work through research, data, and storytelling.

2017-2018

TIGER OAK | SENIOR ART DIRECTOR

I was part of a team that was creatively responsible for 10 monthly magazines. This included researching and planning the visuals to accompany each story, art directing photoshoots both in-studio and on-site, designing custom features, and managing photographers and designers to ensure all creative was on-brand and on time. I also led our internship program where I trained and managed the integration of student designers into our fast-paced environment.

2016-2017

DRAFT DESIGN HOUSE | CREATIVE LEAD

As employee No. 6 it was my responsibility to grow the creative side of the business. I led our team forward, pushing creative and innovation as we refined and refreshed the processes for client presentations, creative concepting strategies, and business development. We took on numerous new clients due to our new-found workflows and expanded our offerings to include: marketing and content strategy, social, user experience solutions, and 360° campaigns. I also led and executed digital, print, and campaign designs for clients and internal work.

2014-2016

VML | ART DIRECTOR, CREATIVE SERVICES

At VML I worked with more than 40 clients across global offices, designing web, print, and experiential assets. I was responsible for filling creative gaps throughout the company and expected to seamlessly transition between teams and brands, quickly learn the client needs, and deliver on-brand designs with an efficient turnaround. I worked closely with VML's and Y&R's executive leadership teams on internal projects and new business pitches, honing my skills in the Adobe Creative Suite, improving my web design and concepting skills, and building winning pitch decks.

2012-2014

VOLUME ONE MAGAZINE | DESIGNER

As the sole designer at Volume One, I single-handedly built the aesthetic voice of the magazine, retail store, and a number of events. On an average week, I might design twenty magazine ads, an editorial feature story, packaging for new store products, and brand a new event. I collaborated closely with our editorial, advertising, and retail teams to ensure flawless, but efficient, executions for every aspect of the organization.

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FOCUS AREAS

Branding
Product Design
UX/UI
Experience Strategy
User Research
Storytelling

RECOGNITION

MMPA Gold
AAF-District 8 Silver
AAF-KC Silver
AAF-KC Bronze
AAF-District 9 Gold
AAF-KC Gold

TOOLS

Adobe CC
Figma
Miro
Sketch
InVision
Procreate