

## Experience >

### **Freelance Art Director (Current)**

Manage all aspects of business, including client acquisition/retention, account management, marketing, scheduling, billing and sourcing/managing third-party freelancers

Clients include: Creatonomy, Inc., Destination Kohler, dunn&co., My Sister's Quilt Shoppe, Push10 Design Studios, Two Wedding Photography

### **BrownBoots Interactive, Inc. | Art Director | Fond du Lac, WI (September 2007 – March 2010)**

Developed destination branding for Downtown Fond du Lac

Concepted and designed user interface for www.KohlerAtHome.com

Design of local Boys & Girls Club web site, www.kidsclubfdl.org

Campaign design for www.fdlCommunityCampaign.org

### **NEXT Advertising | Designer | Sheboygan, WI (July 2006 – September 2007)**

Conceptual development of new brand identity for Woodlake Market, Kohler

Coordination of 60-page school furnishings catalog

Full brand identity development for ConceptWorks

### **Creatonomy, Inc. | Art Director | Milwaukee, WI (June 2005 – July 2006)**

Conceptual design and coordination of video shoot/edit session to develop interactive CD-ROM for Assurant Health

Executed in-house photography to maintain creative integrity within tighter budgets

Managed and directed design interns with specific projects and feedback appropriate to their skill level

### **Dunn&Co. | Designer | Tampa, FL (August 2004 – December 2005)**

Developed and translated new ideas into visual solutions

Generated detail-oriented, accurate work on tight deadlines

Clients include: Firehouse Subs, Baxter Healthcare International and The Melting Pot

### **Blue Reef Creative | Designer | St. Petersburg, FL (June 2003 – August 2004)**

Managed and designed all printed collateral for MarineMax, the largest chain of retail boat dealerships in the United States

Concept and development of Flash web site to represent Blue Reef as a cutting-edge creative shop

Concept and design of brand image for ProShade™, an apparel product for active sports enthusiasts

## Education >

### **Associate of Science in Web Design | International Academy of Design & Technology Tampa, FL – Graduated March 2003**

### **Continued Education | Moraine Park Technical College**

Fond du Lac, WI – Additional relevant curriculum including studies in typography and page layout

### **Proficient in Mac OS and Windows Platforms**

Adobe Photoshop, InDesign, Illustrator, Acrobat Pro; Dreamweaver & Flash, Quark Xpress, Microsoft Office, Apple iWork

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