

GRAPHIC DESIGN / CREATIVE DIRECTION

I provide design & direction across platforms for businesses and organizations seeking to utilize best design practices and creative solutions.

CLIENT WORK EXPERIENCE

- **RODAN + FIELDS | 2015-2016 SAN FRANCISCO, CA**
Designed a wide range of social media pieces, contributed to the signage and graphics for the annual convention, and created a variety of marketing materials to support in-house teams and external consultants.
- **DEEP FOCUS | 2015 SAN FRANCISCO, CA**
Concept and creation of large social media campaigns for Intel's end user product marketing.
- **DROPBOX | 2014-2015 SAN FRANCISCO, CA**
Design for enterprise marketing collateral and presentation design.
- **COMMUNICATION BRIDGE THERAPIES | 2014 SAN FRANCISCO, CA**
Design for new branding and identity including logo design, educational materials, and website design.
- **GIGANTIC IDEA STUDIO | 2012-2016 OAKLAND, CA**
Concept & design for environmentally minded projects including reusable shopping bags for Alameda County's Clean Water Program, the Annual Report for Alameda County Flood Control & Water Conservation District, a recycling campaign mailer for Central Contra Costa Solid Waste Authority, and other projects.
- **WAGEWORKS | 2013 SAN MATEO, CA**
Designed and defined an Open Enrollment Campaign across platforms; assisted with a new brand launch; project managed contractor work; fulfilled and managed printer requests; stream-lined work flow and process; and designed and refreshed a wide range of the company's marketing materials.
- **INTERACTION ASSOCIATES | 2013 SAN FRANCISCO, CA**
Designed educational materials for corporate training and marketing including manuals, workbooks, educational and visual aids, info-graphics, PowerPoint presentations, and IA's website. I managed projects from concept to completion including the print process. I also offered my organizational expertise regarding process and work flow.
- **CASSIDY TURLEY | 2012 SAN FRANCISCO, CA**
Designed and refreshed a wide range of corporate marketing materials including PowerPoint presentations for critical meetings, RFPs, Flash banner ads, flyers, invitations, brochures, booklets, websites, e-blasts, web graphics, site plans, social media icons, landing pages, and various special projects.
- **PSY/OPS TYPE FOUNDRY & GLYFYX INC. | 2011-2012 SAN FRANCISCO, CA**
Designed web graphics and promotional pieces while contributing to type conversion & production, contracts and financial upkeep.
- **BOREAS, INC. | 2011 SAN FRANCISCO, CA**
Designed hang tags for products and their specifications, dealer work books, identity pieces, and other special projects.
- **TOWN HOG | 2010-2011 SAN FRANCISCO, CA**
Designed online ads for e-commerce that utilized market research, extensive photo retouching, image search, and team work.

ADDITIONAL CLIENT WORK

- ALITE, INC
- DIGITAS HEALTH
- IDEO.ORG
- LEXINGTON PLANNING
- MEVIO
- NOJO RESTAURANT
- OAKLAND SYMPHONY
- PALO ALTO INVESTORS
- SEPHORA

OTHER WORK EXPERIENCE

- **SCHOOL OF VISUAL ARTS**
New York 2007-08
Administrative Assistant
- **EVENT ORGANIZER**
New York 2006
Independently Produced
- **RETAIL SALES & MERCHANDISING**
New York 2004-07
Flirt Brooklyn & Eleven Vintage
- **WINDOW DISPLAY & MERCHANDISING**
Florence, Italy 2000-01
Louisa Via Roma & Other Stores

EDUCATION

- **MARYLAND INSTITUTE COLLEGE OF ART**
Baltimore, MD
Bachelors of Fine Arts
- **SCHOOL OF VISUAL ARTS**
New York, NY
Course Work: Final Cut Pro
- **CITY COLLEGE OF SAN FRANCISCO**
Graphic Design and Multi Media

SKILLS

Visual Design
Creative Direction
Project Management
Typography
Adobe Creative Suite
Dreamweaver, CSS
Digital Scanning
Color correction
Final Cut Pro
Microsoft Office & Pages
Powerpoint & Keynote
Writing & Editing
Illustration
Fine Artist