

EDUCATION

BFA, Graphic Design 1998
(Minor in Art History)
University of Wisconsin-Milwaukee

EXPERIENCE

Senior Digital Art Director
with over 15 years of
professional experience:

- Responsive Websites
- iPhone/iPad Apps
- Handhelds
- Kiosks/Touch Screens
- Photo, Video and Animation

Clients Include:

- GE Healthcare
- Johnson Controls
- Bon-Ton
- Sears
- Bridgestone/Firestone
- MillerCoors
- Kimberly-Clark
- Motorola
- Harley-Davidson
- Abbvie
- Dow
- Pfizer

Software:

- Photoshop
- Illustrator
- Flash
- InDesign
- After Effects

EMPLOYMENT

Laughlin Constable, Milwaukee, WI
Senior Digital Art Director (6/12 – Present)

- Concept and design integrated campaigns focusing on websites, online ad banners, email and other channels to engage users
- Presentation of design concepts and materials
- Manage art directors/designers ensuring design, typography and overall visual identity follow the brand strategy
- Work closely with account services and project management to ensure that the creative needs of the client are met and the project is on budget
- Research emerging creative and technological trends and share findings the team
- Art direction for photo shoots, photo retouching, video shoots and animation

Bader Rutter, Brookfield, WI
Digital Art Director (5/11 – 6/12)

- Concept and design websites, online ad banners and email
- Present design concepts to clients
- Lead discussions and present at agency digital education sessions
- Stay current with the latest technologies and online trends and how they might apply to clients

Fullhouse, Milwaukee, WI
Art Director (3/08 – 5/11)

- Concept and brainstorm a wide range of ideas for clients based on business needs
- Design websites, interactive elements, online ad banners and more while considering client and user needs
- Present concepts and designs to clients
- Prepare client presentations focusing on storytelling through the use of visuals
- Guide designers and associate designers through a project life cycle to ensure consistency and quality while staying on budget

Trisept Solutions, Milwaukee, WI
Web Design II (3/01 – 3/08)

- Provide design, art direction and content consultation for client websites
- Design websites taking into consideration accessibility standards and usability guidelines
- Design and create Flash applications, online ad banners, screensavers and CD-ROMS

Starkmedia, Milwaukee, WI
Web Designer (11/99 – 3/01)

- Design and implement websites from concept to completion
- Manage projects and work-flow for a team of two Junior Designers
- Design and create unique Flash applications and online ad banners

dsmedia group, Waukesha, WI
Web Designer (2/99 – 11/99)

- Design websites including e-commerce websites
- Meet with clients to determine their needs and goals

Circle 1 Network/Spectracom, Milwaukee, WI
Web Designer (2/98 – 2/99)

- In charge of the design and daily maintenance of five major websites
- Design Web pages, online ad banners, graphics and animations
- Track the effectiveness of banners and promotional graphics and adjust strategy based on findings

WCTC, Pewaukee, WI
Adjunct Instructor, Flash (8/04 – 5/12)

- Teach students Adobe Flash to create and implement animation, interactive movies, audio/video and Flash websites
- Design and update course curriculum to include the latest features available in Flash