

Creative Design Manager

Sep 2015 – Present

Senior Digital Art Director

Jun 2012 – Aug 2015

Digital Art Director

May 2011 – Jun 2012

Art Director

Mar 2008 – May 2011

Digital Art Director

Mar 2001 – Mar 2008

Animation Instructor

Aug 2004 – May 2012

EMPLOYMENT**Aurora Health Care**

Milwaukee, WI

- Work with a cross functional team to identify high-level goals, determine best strategies to meet objectives and oversee creative projects to completion
- Identify current trends and technology in the digital landscape that would be relevant to users and enhance their health care experience
- Review external vendors to determine capabilities and assess their ability to work as an extension of the internal team
- Oversee designers to create and manage the development of Aurora's website, electronic health records interface, patient portals, CRM campaigns and other digital properties
- Coordinate and art direct photo shoots and video shoots that tell an engaging story while reinforcing main objectives and goals of the organization

Laughlin Constable

Milwaukee, WI

- Concept and design integrated campaigns focusing on websites, banners, video, email and other channels to engage users
- Lead presentation of digital concepts as part of a larger integrated campaign
- 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
- Art direction for photo shoots, video shoots, animation and photo retouching

Bader Rutter

Brookfield, WI

- Concept and design websites, online ad banners and email
- Collaborate with clients by presenting and getting approval of design concepts and layout
- 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

- 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
- Presentation of design concepts and materials
- Guide designers and associate designers through a project life cycle to ensure consistency and quality while staying on budget

Trisept Solutions

Milwaukee, WI

- 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

WCTC

Pewaukee, WI

- Teach students how to think in terms of animation to concept ideas through time-based media
- Instruct on the use of software to execute concepts and create animation, audio/video and interactive elements
- Design and update course curriculum to include the latest features of animation software

EDUCATION**University of Wisconsin-Milwaukee**

BFA Graphic Design (Minor in Art History)

Dec 1997