

COMPUTER SKILLS

Creative Design Suite
Drupal
Final Cut Pro
Microsoft Office
Sketch
Wordpress

EXPERTISE

Brand Design
Brand Strategy
Budget Management
Business Development
Copywriting & Editing
Email Marketing
Environmental Graphics
HTML/CSS
Packaging Design
Photography
Pre-Press Production
Strategic Planning
Team Leadership
Vendor Management

ACCOMPLISHED BRAND DESIGNER & PROJECT LEADER

Talented, passionate, and results-oriented Brand Designer and successful Entrepreneur with extensive experience in graphic and web design, product development, and international manufacturing. Successful Project Manager with a reputation for building consensus across cross-functional groups, and for using concise, transparent communication to deliver results of the highest standards. Successfully ensures alignment of project scope, objectives, and critical success factors that deliver key art projects on-time and within budget. Focused problem spotter that continuously improves the product, while maintaining big picture results.

PROFESSIONAL EXPERIENCE

Dunlop Manufacturing, Inc., Brand Designer *Benicia, CA 2015 — Present*
Develop brand artwork, apply, and maintain brand guidelines for marketing and graphic design for large manufacturer of musical instrument accessories. Develop and design creative product packaging. Support the Art Director by helping manage and facilitate large-scale design projects.

- Attend senior level meetings, and coordinate major projects and scheduling timelines for the department.
- Build collaborative relationships with Purchasing and Assembly Managers, Rights Managers, overseas vendors, and printing companies.
- Created innovative solution for product labeling system that reduced production time, conversion times, and eliminated packaging waste while maintaining brand standards. The new system utilized pre-existing systems and capital investments were minimal.
- Managed the guitar strings packaging redesign with a collaborative team of sellers, producers, purchasers, and vendors. This creative solution increased production eight-fold, decreased consistent backorders, and improved product availability for customers — leading to higher customer satisfaction.

Good Stock & Neighbor Stores, Co-Owner *Oakland, CA 2011 — 2015*

Invented the visual expression of the Good Stock and Neighbor store brands globally. Good Stock was named as a *Top Shop of the Bay Area*. Designed and maintained Good Stock and Neighbor websites. Responsible for store, editorial, and product photography; in-house collateral; product packaging; and brand development and strategy for both retail locations. Led successful social media campaigns and marketing strategy.

- Interviewed, hired, trained, and managed up to five retail team members.
- Led program development, partnership strategy, in-store events, and public relations activities for both locations.

YTH, Inc., Art Director *Oakland, CA 2008 — 2011*

YTH's mission is to advance the health of youth and young adults through technology, research, training, and idea generation. Developed, implemented, and managed the organization's brand and graphic design.

- Coordinated copywriting and production of all creative projects, including client and in-house websites, marketing campaigns, and print communications.
- Managed budgets, contract artists, and ensured that project timelines and deadlines were met.
- Responsible for software and hardware purchasing, new technology implementations, and loss control.
- Handled privacy issues and face-to-face interactions with minors with care, concern, and sensitivity.

CONTRACTOR PROFESSIONAL EXPERIENCE *2010 – Present*

Provide professional creative services to clients such as graphic and website design, print advertisements and campaigns, logo design, and other creative services. Clients include: FGS & Co.; Tipping Point Community; Restoration Hardware; Twin Triumph Productions; and the Mayor of Oakland, Libby Schaaf.

- Collaborated with Oscar nominated producer Marc Smolowitz to produce creative graphics and web strategy for the movie "The Power of Two." Led the conception and execution of the graphics/website which included custom email marketing, and hard copy materials such as postcards, flyers, and event programs.
- Created signage and online marketing materials for line of women's, men's, and home accessories sold through an e-commerce site and pop-up boutique for FGS & Co.

EDUCATION

Studied **Graphic Design** at CALIFORNIA COLLEGE OF ART

Studied **Multimedia** at SAN FRANCISCO STATE UNIVERSITY

Completed various art classes at ATLANTA COLLEGE OF ART (*now SCAD*)

Teaching Assistant for Professor Lane Good at SAN FRANCISCO STATE UNIVERSITY