

COMPUTER SKILLS

Creative Design Suite
Drupal
Final Cut Pro
Microsoft Office Suite
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 DESIGNER & PROJECT LEADER

Talented, passionate, and results-oriented Designer and successful Entrepreneur with extensive experience in brand 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

YTH, Inc., Art Director / Lead Technology & Marketing Officer

Oakland, CA 2008 — 2011, 2017 — present

YTH's mission is to advance the health of youth and young adults through technology, research, training, and idea generation. The unique diversity of my skillset is highly valuable to a non-profit like YTH. Efficiency and cost awareness are consistently front and center in everything I approach, as well as my constant interest in systems and unifying programmatic thought.

- Manage a team of up to six in three locations across the US. Host a high school intern for career development and graduating studies.
- Coordinate copywriting and production of all creative projects, including client and in-house websites, marketing campaigns, and print communications.
- Manage budgets and project timelines.
- Responsible for software and hardware purchasing, new technology system implementations, and loss control.
- Handle privacy issues and face-to-face interactions with minors with care, concern, and sensitivity.
- Manage innovative Social Media, lead campaigns for external clients, utilize Social Listening software to pursue new interests in health and research.
- Attend senior-level meetings to formalize grant writing accuracy and to communicate the unifying idea of technology implementation.
- Manage marketing, communications, technology, and live broadcast of a 400-person conference, *YTH Live*.

Dunlop Manufacturing, Inc., Brand Designer *Benicia, CA 2015 — 2017*

Develop brand artwork and 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.

- Attended senior level meetings, and coordinate major projects and scheduling timelines for the Art Department.
- Built collaborative relationships with Purchasing and Assembly Managers, Rights Managers, overseas vendors, and printing partners.
- Created innovative solution for product labeling system that reduced production time and conversion time, 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.

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

Created the visual expression of the Good Stock and Neighbor store brands globally. 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.
- Created signage and online marketing materials for women's, men's, and home accessories sold through an e-commerce site and pop-up boutique.

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