



## skills + software

- Creative Direction**
- Strategy / Concepting**
- RFP + Proposal Building**
- 2D Graphic / 3D Design**
- Storyboarding**
- Experiential + Set Design**
- Copywriting**
- Adobe Creative Suite**
- SketchUp / AutoCAD / V-Ray**
- HTML / CSS Coding**

## education

- PRATT**  
CAD Design Certificate Jul 2022 - Present
- NORTHWESTERN UNIVERSITY AT DDB**  
Advertising for Creatives Cert Jul 2016 - Aug 2016
- COLUMBIA COLLEGE CHICAGO**  
B.A. Advertising Art Direction Sep 2012 - May 2014
- GEORGIA PERIMETER COLLEGE**  
A.A. Fine Arts Jan 2011 - Jul 2012

## freelance clients

- | CONCEPT + DESIGN     | PRODUCTION              |
|----------------------|-------------------------|
| Gradient             | NBC Universal           |
| NC Music Festival    | Allstate                |
| React Presents       | Curiosity Productions   |
| Silver Wrapper       | Nice Bear               |
| Stiles Corporation   | The Helm                |
| Winston & Strawn     | Onion, Inc.             |
| Cutthru              | Saba Music              |
| Jones Lang Lasalle   | Women Of The Now        |
| Liberty Distribution | Rendezvous in Chicago   |
| DO312                | Relative                |
| Echelon Fit          | Adullam                 |
| GlobalPro            | 72andSunny              |
| Womanish             | Wheelhouse Production   |
| Ches Arms            | PictureShow Films       |
| Lake Shore Drive In  | EOS                     |
| The Super Producers  | The Last O.G.           |
| Fuel The People      | Pirello Digital Imaging |
| Richard Mille        | Peter Campbell Films    |

## experience

- ADVOC8**  
**Senior Art Director** May 2022- Present  
Worked closely with senior leadership, producers, and mentored junior designers to craft elevated experiences and events. Provided high-level 360° art direction that encompassed printed graphics, interior builds, and digital assets. Created 3D renders and technical elevations, managed fabrication, and on site installation.
- DAILY HARVEST**  
**Sr. Video Art Director** Dec 2021 - Jun 2022  
Elevated video concepts for new product launches, campaigns, and projects for external content and brand partners. Gave on-set direction during video shoots while partnering with the production team during pre-pro and post-production for editorial and animated projects. Managed in-house editors and motion designers. Spearheaded the partnership between creative and the growth marketing teams to apply data-driven insights into the design process.
- QUIRK CREATIVE**  
**Sr. Video Art Director** Oct 2020 - Dec 2021  
Collaborated on concepts for commercials in a variety of industries. Articulated the artistic vision to stylists, designers, and editors throughout the production of each spot. Ensured that each shoot visually laddered back into key value props while remaining visually engaging.
- THE SUPER PRODUCERS**  
**Contract Experiential / Graphic Designer** Feb 2020- Dec 2021  
Worked closely with producers on disruptive experiences and design. Provided 360° art direction for pop-ups. This included 3D renders, graphic design, and on site installation. Insured all creative was adjusted to fit within budget and scope. Additionally co-branded the Lake Shore Drive In, which included posters, stage banners, wrist bands, social media assets, and web design.
- GRADIENT EXPERIENTIAL**  
**Experiential Designer** Jan 2019 - Dec 2019  
Collaborated in to create immersive experiences. Alongside producers, ensured that projects were completed within scope and on strategy. Responsibilities included, but not limited to, crafting RFPs, creating realistic mockups and 3D models, and coordinating with the graphics team for the execution of visual assets. Insured assets were installed correctly onsite and assisted in managing the experience.
- NORTH COAST LLC.**  
**Contract Art Director / Graphic Designer** Feb 2018 - Sep 2018  
Spearheaded re-branding of the 2018 North Coast Music Festival. Art directed assets, including but not limited to, large scale graphics and banners, video, and 360° social media campaigns, and OOH ads.
- CREATIVE CIRCLE**  
**Contract Production Designer** Sep 2016 - Feb 2019  
Worked for a variety of companies in a wide range of industries both onsite and remotely. Designed a wide range collateral for both digital and print usage.
- NORTHWESTERN**  
**Design + Production Associate** Jan 2015 - Oct 2016  
Concepted and produced 360° awareness campaigns. Provided art direction and managed every aspect of production of digital assets, printed collateral and video shoots. Designed and trafficked both print, digital, and coded HTML emailers. Implemented new branding across all platforms. Coordinated management of freelancers and vendors.