



skills + software

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|-------------------------------|--------------------------------|
| • Art Direction | RFP + Proposal Building |
| Strategy / Concepting | Adobe Creative Suite |
| 2D Graphic / 3D Design | SketchUp / V-Ray |
| Set Design | HTML / CSS |
| Prop Fabrication | Video Editing |

education

- **THE IDEA CENTER AT MDC**
Responsive Design Bootcamp Sep 2016 - Feb 2017
- **NORTHWESTERN UNIVERSITY AT DDB**
Advertising for Creatives 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 |
|-------------------------|-------------------------|
| CBRE | NBC Universal |
| GlobalPro | Allstate |
| NC Music Festival | Curiosity Productions |
| React Presents | Vitamin |
| Silver Wrapper | Liquid 9 |
| Stiles Corporation | Austin Walsh Studio |
| Winston & Strawn | Story |
| Cutthru | The Helm |
| OhandAlso | Onion, Inc. |
| Midtown Athletic Club | Saba Music |
| Stella's Haven Salon | Women Of The Now |
| Enlivant | Rendezvous in Chicago |
| Jones Lang Lasalle | Let Gwwo |
| Denver Design Build | Adullam |
| Liberty Distribution | 72andSunny |
| DO312 | Wheelhouse Production |
| Echelon Fit | PictureShow Films |
| Strawberry Frog | MSI Chicago |
| Womanish | The Last O.G. |
| Richard Mille | SUNY |
| Lake Shore Drive In | Scary Mommy |
| The Super Producers | Pirello Digital Imaging |
| Fuel The People | |

experience

- **DAILY HARVEST**
Sr. Video Art Director Dec 2021 - Present
Elevated video concepts for new product launches, campaigns, and one-off 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. Managed in-house editors and motion designers. Spearheaded the partnership between creative and the growth marketing team to implement data-driven insights.
- **QUIRK CREATIVE**
Sr. Video Art Director Oct 2020 - Dec 2021
Collaborated on concepts with the Copy Writer and Creative Director for commercials in a variety of industries. Articulated the artistic vision to stylists, designers, and editors throughout the production of each spot. Determined the overall style in which the commercial's message is communicated visually to its audience.
- **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.
- **GLOBALPRO**
Contract Graphic Designer May 2020 - Aug 2020
Rebranded their weekly podcast, Recovery Report, by updating the logo and creating new broadcast assets. Concepted and designed social media content alongside their brand manager. Updated their existing email templates according to their new brand standards.
- **RECESS STUDIOS**
Contract Experiential / Graphic Designer Jan 2020 - Mar 2020
Worked with the creative team and producers to create artfully minded retail experiences through the creation of RFPs, 3D and 2D mockups, graphic assets, and fabrication recommendations.
- **GRADIENT EXPERIENTIAL**
Experiential Designer Feb 2019 - Nov 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.
- **CBRE**
Offsite Production Designer Apr 2018 - Feb 2019
Remotely designed collateral ranging from brochures to emailers. Collaborated and coordinated with other designers and project managers on file revisions and updates.
- **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.
- **NORTHWESTERN**
Design + Production Associate Jan 2015 - Oct 2016
Concepted creative for and produced 360° awareness campaigns and partner programs. Provided art direction and managed every aspect of production of both print and video shoots. Designed and trafficked both print, digital, and coded HTML emailers. Implemented new branding across all platforms. Coordinated management freelancers as necessary.

