

WORK EXPERIENCE

2009–Present: Art Director at Silver Marketing

- Responsible for the entire design process, from concept to final production, for all print and digital design projects.
- Design brochures, direct mail, print ads and other print collateral
- Logo design
- Design and implement branding campaigns
- Create static and animated web ads
- Layout websites and landing pages
- Working knowledge of CSS
- Design and code responsive HTML emails
- Create motion graphics for HTML emails
- Test HTML emails using Litmus.com to ensure design consistency in all major desktop and mobile email clients
- Collaborate extensively with account executives to develop complete marketing campaigns by providing creative
- Follow client style guides to ensure brand consistency
- Art direct photo shoots
- Oversee freelance web and print designers that work both in-house and remotely
- Create graphics for PowerPoint presentations
- Design conference booths and banner stands
- Preflight 4 color and PMS spot color print jobs
- Review and approve printer proofs
- Upload packaged files to printers' websites and FTP sites
- Purchase stock illustration and photography
- Maintain and organize file server
- Clients include The Washington Post, AARP, CareFirst Blue Choice, AOPA (Aircraft Owners and Pilots Association), APA (American Psychological Association), and NSS (National Space Association)

2005–2009: Senior Designer at The Bomstein Agency

- Design and final production of print materials including ad campaigns, brochures, and stationery
- Develop logos and identity packages for emerging brands
- Design and create final files for fabrication of indoor and outdoor signage, large scale vinyl banners, and apartment leasing office displays

- Art direct photo shoots
- Web site layout
- Create animated gifs, static gifs, and animated Flash for web advertising
- Lead client concept and planning meetings
- Collaborate with Creative Director and copywriters on print and web ad campaigns
- Provide final approval of all proofs from printers and sign fabricators
- Direct sign and display fabricators during on-site installation
- Lead Creative Department in conversion from Quark to InDesign
- Preflight files for final output
- Clients include Pulte Homes, The Washington Capitals, Dolben Apartments, and Drees Homes

2003–2005: Junior Designer at The Bomstein Agency

- Responsible for designing ads, brochures, logos, animated GIFs, signs and large scale banners
- Photo retouching
- Prepare files for final output

SOFTWARE

- Adobe InDesign CC
- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe Animate CC
- Adobe XD CC
- Litmus.com (HTML email testing and coding tools)
- Hightail
- Wordpress (Updating content, basic theme customization)
- Sublime Text
- Visual Studio Code
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel
- Gulp based static site generators with Nunjucks template system
- Foundation 6.4
- Perch content management system

EDUCATION

- BA, Fine Arts, Towson University
- Continuing Education Graphic Design classes at Maryland Institute College of Art
- Self directed learning: HTML, CSS, updates to industry software