

## Experience

### American Lighting 2021–Current



#### **Creative Manager** Denver, CO

Continues working with Sales, Product Development, and internal Marketing Team to create strategic branding materials. Directs creative for the parent company and three of its divisions, establishing and refining distinct visual identities for each division while maintaining a cohesive look across all projects. Led the efforts in standardizing and implementing the Team's creative process. Worked with the Marketing Manager to build out the Design Team.

#### **Senior Graphic Designer** Denver, CO

Worked with Sales, Product Development, and internal Marketing Team to create strategic branding materials. Projects include but are not limited to catalogs, brochures, and trade show graphics. Revitalized parent company's look and feel. Created a Brand Guideline to codify that look. Provided direction to Designers within the Marketing Team. Contributed to the Marketing Team's operation assessment.

### Bona 2017–2021

#### **Assistant Creative Manager** Denver, CO

Managed the day-to-day operations of a Team of three. Worked with the broader Marketing Team to create, facilitate, and delegate projects that include but are not limited to brochures, catalogs, packaging, and point of display displays. Pursued details for incoming projects for efficient creative briefs. Established and maintained project timelines. Provided direction with the Creative Manager.

### White Good 2013–2017

#### **Art Director** Lancaster, PA

Designed and maintained creative strategy for up to 12 different brands in the luxury residential and commercial segments. Worked with those Marketing Teams on refreshing their brands. Other projects include but are not limited to Brand Guidelines, brochures, trade show graphics and promotional materials. Directed photoshoots. Advised Team Mates within the Creative Department.

**Clients:** Fairway Architectural Railing Solutions, ICFF, ICFF Miami, Miele, Regupol, ROHL, Thompson Traders, and Thos. Moser

### Charter Homes 2012–2013

#### **Junior Graphic Designer** Lancaster, PA

Fine-tuned the look and feel for all creative materials such as brochures, site maps, signage, and digital campaigns. Created a Brand Guideline to codify that look.

## Education

### Millersville Graduated 2011

Bachelor of Art & Design with a  
Concentration in Graphic Design

## Skills

#### **Software**

Adobe Creative Suite  
Microsoft Office Suite  
Figma  
InMotion Classic  
Asana  
Monday.com

#### **Technical & Relevant**

Set Design and Styling  
Project Lead  
Team Supervision  
Print Production Management  
Cost Estimating  
File Standards and Organization  
Submit and Process Invoices  
Process Lead and Trainer  
Inhouse Production