

Experience

American Lighting 2021–Current

Creative Manager Denver, CO

Leadership & Creative Direction

- Led creative direction for parent company and 3 divisions, establishing distinct visual identities while maintaining corporate cohesion.
- Standardized and implemented a multi-stage creative review process that improved project management efficiency, clarified ownership, and accelerated delivery timelines.
- Expanded the Design Team and directed creative output, providing onboarding, training, mentorship, and project guidance to designers.
- Partnered cross-functionally with Sales, Product Development, and Marketing to advance campaign development that supported business objectives and revenue goals.

Hands-On Creative

- Designed and executed multi-channel campaigns across print, digital, web, and trade shows.
- Produced catalogs, brochures, trade show graphics, packaging, and web banners in Adobe Creative Suite; managed print production.
- Designed web experiences in Adobe XD and Figma; created digital marketing assets and email campaigns in Constant Contact and Mailchimp.
- Authored and evolved Brand Guidelines for the Proluxe and Prizm divisions, establishing visual consistency and strengthening brand identity.
- Managed relationships with vendors and collaborated with a 3D artist and cross-functional teams to deliver creative assets.

Senior Graphic Designer Denver, CO

- Collaborated with Sales, Product Development, and Marketing to design strategic branding materials that supported product launches and sales initiatives.
- Produced catalogs, brochures, and trade show graphics; managed vendor relationships to ensure quality and timely delivery.
- Created a comprehensive Brand Guideline to formalize the refreshed look of American Lighting.
- Provided design direction and mentorship to designers, contributing to improvements in Marketing Team operations.

Bona 2017–2021

Assistant Creative Manager Denver, CO

Leadership & Project Management

- Managed day-to-day operations of a three-person design team, delegating projects and monitoring progress.
- Established and maintained project timelines to ensure on-time delivery.
- Partnered with the Creative Manager to provide direction and feedback on design execution.

Hands-On Creative

- Designed brochures, catalogs, event promotion materials, and point-of-purchase displays.
- Designed packaging across retail and professional channels (labels, bottles, cartons, bulk containers), balancing brand clarity with jobsite-ready formats.
- Maintained and updated packaging templates, SKU variants, and production files; prepared dielines, UPCs, compliance marks, and reviewed proofs for accuracy.

White Good 2013–2017

Art Director Lancaster, PA

Leadership & Art Direction

- Designed and maintained creative direction across 12 luxury residential and commercial brands such as Fairway Architectural Railing Solutions, ICFF, ICFF Miami, Miele, Regupol, ROHL, Thompson Traders, and Thos. Moser.
- Partnered with client Marketing Teams to refresh brand identities and strengthen market positioning.
- Directed photoshoots, collaborating with photographers and stylists to deliver high-quality brand imagery and video content.

Hands-On Creative

- Created Brand Guidelines, brochures, trade show graphics, and promotional materials for multiple client brands.
- Developed multi-channel campaigns and designed collateral (brochures, trade show graphics, promotional materials) for clients in the luxury residential, commercial, and architecture markets.

Education

Millersville
Bachelor of Art & Design
with a Concentration
in Graphic Design

Skills

Software

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Figma, Adobe XD
- Asana, Monday.com, InMotion Classic
- Microsoft Office Suite

Leadership

- Creative Direction, Art Direction, Brand Strategy
- Team Supervision, Project Lead
- Cross-Functional Coordination
- Vendor Collaboration
- Photography Direction
- Process Lead and Trainer

Technical

- Print Production Management
- Packaging Design (dielines, UPCs, compliance)
- Proofing, In-house Production
- File Standards and Organization
- Vendor and Finance Coordination (Accounts Payable, invoicing, cost tracking)
- Set Design and Styling