

EXPERIENCE

CREATIVE DIRECTOR

American Institute of Aeronautics and Astronautics

Sept. 2017 – Present
Reston, VA / Remote

- › Led a team of designers and worked with departments across the association to ensure brand continuity
- › Provided creative direction for website redesign to enhance user experience and ensured social media presence was inline with brand
- › Managed the strategic design plans for campaigns, products and events
- › Modernized the branding of the association, including logo, to assure a successful identity that is easily recognizable and professional
- › Proofed content and made recommendations for effective call-to-action and consistency in writing style
- › Streamlined production processes, reduce costs and increased quality of products
- › Created a central system for maintaining consistent stationery and collateral
- › Implemented efficient processes for faster, thorough review of projects

SENIOR GRAPHIC DESIGNER

National Association of Federally-Insured Credit Unions

Nov. 2010 – Sept. 2017
Arlington, VA

- › Designed effective electronic and print promotional materials including brochures, websites, online advertising, direct mail, email templates, and signage
- › Led the bidding, purchasing and scheduling of printing and fulfillment
- › Managed and trained graphic design staff
- › Directed, story boarded and produced video projects
- › Designed, programmed and optimize annual conference website
- › Provided art direction for the design of bimonthly magazine
- › Proofed all copy in marketing materials and suggest changes to optimize impact
- › Programmed all email templates to be responsive and design graphics
- › Researched and hired professional photographers for conferences and hearings
- › Maintained and manage brand guidelines and brand consistency

GRAPHIC DESIGNER

Media Plus Design New name: *Plus Creative Group*

Feb. 2006 – Nov. 2010
Great Falls, VA

- › Designed and managed jobs from concept to delivery
- › Designed annual reports, conference material, brochures, invitations, posters, and stationery in a studio environment
- › Requested competitive vendor bids and prepared invoices
- › Designed and programmed websites including web-based annual reports
- › Directed and developed photo shoots for clients

JUNIOR GRAPHIC DESIGNER

National Contract Management Association

Aug. 2004 – Feb. 2006
McLean, VA

- › Designed monthly magazine, annual journals, books, marketing materials for conferences including programs, ads, postcards, self-mailers, and posters
- › Designed web graphics for company website and for external advertising
- › Updated monthly HTML emails
- › Managed print production of all design items

INTERN

Marriott International

Sept. 2003 – July 2004
Bethesda, MD

- › Formatted web pages and created photo galleries
- › Developed customer forms to be implemented by programmer
- › Performed photo editing and toning
- › Researched and uploaded images to individual property websites

PROGRAMS

- › Adobe InDesign
- › Adobe Photoshop
- › Adobe Illustrator
- › Adobe Acrobat Pro
- › Adobe Dreamweaver
- › HTML/CSS
- › WordPress
- › Email Platforms
- › QuarkXPress
- › Microsoft Office
- › Final Cut Pro
- › Prezi
- › Content Management Systems
- › Workflow Management Systems
- › Basic knowledge of Flash & JavaScript

AWARDS

2016 GDUSA American Inhouse Design Award: Annual Membership Brochure & Annual Preview Brochure

2016 Advertising Excellence Award from Credit Union Times: The highest overall readership of ad

2015 GDUSA American Inhouse Design Award: Annual Preview Brochure

2014 GDUSA American Inhouse Design Award: Annual Membership Brochure

2013 GDUSA American Inhouse Design Award: Annual Preview Brochure

2012 GSUSA American Inhouse Design Award: Annual Report, Annual Membership Brochure & Annual Preview Brochure

2011 GSUSA American Inhouse Design Award: Annual Membership Brochure

EDUCATION

Corcoran College of Art + Design
BFA in graphic design (Honors)
Washington, DC