

## Senior Graphic Designer

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Multi-faceted, inventive, and highly intuitive professional with 15+ years of experience in developing innovative marketing strategies within agencies and in-house marketing departments. Equipped with wealth of expertise in creating brand identities, corporate marketing materials, and advertising campaigns to effectively communicate clients' messages to target audience. Skilled in conceptualizing designs from both detailed briefs and open-ended requests. Proven track record of translating business objectives into creative stories that exceed client expectations. Expert at executing multiple design projects within tight deadlines and set budget. Talented at building and maintaining "win-win" partnerships as well as committed to deliver exceptional results with a keen eye for detail and strong understanding of graphic design principles.

## Areas of Expertise

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- ◆ Marketing Collateral
- ◆ Brand Development
- ◆ Strategic Planning & Execution
- ◆ Vendor & Agency Relations
- ◆ Asset Management
- ◆ Deadline Driven Environments
- ◆ Client Satisfaction & Retention
- ◆ Interactive Media
- ◆ Exceptional Written & Oral Skills

## Technical Proficiencies

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**Software:** InDesign, Illustrator, Photoshop, Acrobat Pro, MS Office (Word, Excel, PowerPoint, Microsoft Teams), Google Slides, Canva, Figma.

**Tools/SaaS:** Media Valet, Basecamp, Widen Collective, Aprimo, SharePoint, Adobe Bridge, Zoom, Monday, Wrike, Slack, and Calendly

## Professional Experience

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New York, New York & San Francisco, CA  
Freelance Senior Graphic Designer

2000 – Present

Provide design solutions for small- to medium-sized businesses, higher education, non-profits, telecommunications, and Fortune 500 companies. Lead design projects, manage complex budgets, and meet crucial, tight deadlines under pressure. Review designs to access validity and appropriateness for the client's brand story and messaging. Maintain diplomatic, level-headed, and unique approach to manage budgets and set timelines. Excel at organization and accountability, insuring the client's overall success.

### Key Accomplishments:

- Managed multiple clients and projects concurrently without keeping clients waiting.
- Executed and delivered all launch creative through each stage associated with a product launch or campaign, pivoting easily from one industry to another.
- Maintained a minimum 5 -10-year relationship with clients as well as well-developed written and verbal communication abilities.
- Met and surpassed expectations across multiple projects by transforming client requirements into creative stories along with consistently obtaining new clients referred by present clients.
- Produced all necessary collateral and signage for dozens of non-profit fundraising events and continuously raised on average 20% more funds than the prior year.

Collaborated closely with design partners to bring brand assets and ideas to life. As the sole designer during my tenure, provided design direction for all collateral and seasonal initiatives for five brands under the Higher Ground umbrella, including several departments under each brand. Maintained accuracy and attention to detail throughout the creative and production process while maintaining and elevating brand standards and brand integrity. Successfully translated subject matter into concrete designs for course catalogs, parent handbooks and seasonal programming.

**Key Accomplishments:**

- Researched and implemented MediaValet to ensure greater accessibility, organization, and scalability of digital assets, photography, and templates. Conducted live tutorials to all users in the company.
- Streamlined design requests and interpreted creative briefs into compelling, scalable assets, allowing company to grow from one school to 90+ during 5-year tenure.
- Spearheaded successful implementation of flipbooks as a cutting-edge tactic to combat the challenges posed by COVID, resulting in remarkable retention and growth of enrollments. Demonstrated resourcefulness and ability to drive positive change which continues to yield impressive results.

Led design and production of diverse marketing materials for Heald's twelve campuses across California, Oregon, and Hawaii. Coordinated with agency to create a new website and collateral, ensuring alignment of design with brand's vision, as well as honoring the 150-year history of the institution. Fostered trust and collaboration within the team, leading to successful outcomes and high-quality deliverables. Leveraged expertise and perspective to cultivate the strengths of the team, improve processes, and foresee challenges. Engaged with stakeholders to anticipate brand design and copywriting needs while fulfilling all creative service requests.

**Key Accomplishments:**

- Maintained a 13-year relationship with the college, and continued working as a contractor after its acquisition.
- Coordinated and influenced a hugely successful 150-year celebration at city hall in San Francisco; featured on several news outlets.
- Proactively and effectively collaborated closely with stakeholders on resourcing daily brand design and copywriting needs.
- Achieved significant growth in enrollment, while contributing to the success of institution.
- Mastered high-volume, quick-turnaround marketing campaigns and contributed to shaping direction of each quarterly initiative.
- Developed project plans and consulted on briefs, timelines and trackers for campaigns and complex projects.

## Education & Credentials

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**Graduate in Flute Performance & Business Administration**  
Indiana University, Jacob School of Music, Bloomington, IN

**Certificate in Instructional Design**  
UC Irvine Extension, Online

**Software Instructor:** The New School & Parsons School of Design in New York City: Quark, InDesign, Illustrator and Photoshop. All levels.