

education

Ohio University

Bachelor of Fine Arts, Graphic Design

GPA - 3.4

Graduation Date: 2005

*University of Cincinnati, College of Design,
Architecture, Art, and Planning*

Masters, Community Planning

GPA - 3.7

Graduation Date: 2009

relevant classes

UNM Continuing Education

HTML

March 2015

UNM Continuing Education

HTML & CSS

May 2015

Goal: Web Development Certificate

technical skills

Illustrator	WordPress
InDesign	Cascade
Photoshop	Dreamweaver
Microsoft Office	HTML/CSS
Google Analytics	

professional organizations & board positions

*AIGA |
the professional association for design*

2003-2007, 2012-2015

Board Position: Treasurer, 2015

*Toastmasters International |
Public speaking and leadership development*

2014-2015

Board Position: Secretary, 2015

American Advertising Federation
2012-2015

work experience

8/2011 - Present

Graphic Designer | Marketing Representative |

University of New Mexico, Department of Student Life

- + Graphic Designer from 8/11 - 12/13, promoted to Marketing Rep on 1/14. Act as part art director, part marketing assistant, creating design concepts and assisting with marketing plans for campus partners within the division. Our goal is to engage and create value for the student population as well as the local community.

Art Direction and Graphic Design

- + Created and maintained visual identities for three campus partners that were applied to web, printed marketing collateral, environmental graphics, and promotional items.
- + Worked within a predefined visual identity to create innovative marketing collateral for 4 campus partners.
- + Coordinated and/or involved with many aspects of projects, including timelines, photography/photoshoots, and production.
- + Worked with student graphics designers to enhance skills.

Web Design and Management

- + Restructured, designed, and/or maintained four unique University websites.
- + Projects involved analysis and improving upon the functionality of sites, information architecture, web design, use of Cascade and Wordpress, web coding and editing, and interfacing with the University web team.

Marketing

- + Assisted in the development of marketing strategies for campus partners through market research, stakeholder interviews, and client presentations.
- + Created and edited content for various marketing collateral including brochures and websites.

Client and Vendor Coordination

- + Coordinated communications with campus partners and helped facilitate creative and strategic presentations.
- + Coordinated the production process and interfaced with vendors to produce products and print materials.

Quantifiable Departmental Results

- + Involvement with on-campus housing resulted in 65% renewal rate and 94% occupancy, up from years past.
- + Involvement with UNM Fraternity & Sorority Life resulted in the second largest registration for sorority recruitment and increased participation overall.

2007 - Present

Freelance Designer | Cincinnati, OH and Albuquerque, NM

- + Worked with a variety of businesses, non-profits, and individuals to create materials such as logos, business cards, letterheads, print ads, annual reports, packaging, websites, and CD graphics.

appointments

Mayor Mark Mallory's Young Professional Kitchen Cabinet (YPKC),
2009-2011

Appointed to the YPKC, whose mission is to partner the Mayor's Office with young professionals in order to create policy and initiatives that both attract young professionals to the area and enhance the quality of life for all Cincinnatians.

Tasked to work with Cincinnati's Street Car Initiative. Responsibilities included increasing awareness of the project and projected route.

volunteer work

Power Inspires Progress (PIP)/
Venice on Vine Pizza

PIP is an employment education program operating in Cincinnati's urban core.

Venice on Vine Pizza, an affiliate of PIP, offers paid, on-the-job training for neighborhood residents in order to end inner city issues such as chronic unemployment.

Responsibilities included increasing awareness of Venice on Vine through various branding initiatives.

Rivers Unlimited

Rivers Unlimited is non-profit organization whose mission is to protect and restore Ohio's rivers and streams. Responsibilities included assistance at fund-raising events and the design of promotional items.

work experience, continued

2/2011 - 9/2011

Graphic Designer and Production Manager | Cincy Magazine

Print Design and Production

- + Managed advertisements/production for the monthly Cincy Magazine, as well as the quarterly Northern Kentucky (NKY) Magazine, and 2-5 custom publications per month.
- + Designed monthly advertisements and coordinated with clients for approval.
- + Designed covers and page layouts for custom publications.

Web Design and Management

- + Maintained Cincy Magazine's website, which included working within a content management system to transfer the print magazine to web, creating event pages, and RSVP forms.
- + Designed and maintained NKY Magazine's website.
- + Created and sent e-newsletters to online subscribers, managed database of online subscribers.

4/2010 - 1/2011

Admissions Assistant |

Cincinnati State Technical and Community College

- + Responsibilities included assisting applicants with the admissions process, both in-person and remotely.

1/2008 - 1/2010

Design Specialist |

University of Cincinnati, Community Design Center (CDC)

Print Design:

- + Designed promotional materials such as brochures, posters, and flyers for the CDC and its special events.
- + Designed reports, powerpoint presentations, and a 200 page publication used to disseminate and summarize the CDC's research and projects.
- + Designed posters, logos, promotional materials and signage for the City of Cincinnati as well as local non-profit organizations and community groups.

Web Design and Management:

- + Maintained the CDC and a local community organization's website.

2005-2007

Junior Designer | Deskey

- + Worked as a Junior Designer in a branding/marketing firm. Responsibilities included working within short deadlines to create many consumer print and packaging concepts for clients from Procter & Gamble to Bush's Beans.
- + Projects included photoshoots and photo editing.