



## reach out!

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## who i am.

Talented graphic artist, with 14 years of experience creating amazing digital and print designs and imagery for clients ranging from small businesses to multi-billion-dollar corporations. Recognized for dedication to clients and projects and exceeding organizational goals.

## what i've learned.

Associates Degree, Media & Communication Arts, Macomb Community College (2007)

Thorough understanding of design principles, color theory, typography and composition and branding management

Current usage and mastery of industry standard programs (Adobe Creative Suite InDesign, Photoshop, Illustrator, Dreamweaver)

Proficiency in using various camera and lighting techniques for product, studio and event photography

Working knowledge of HTML, CSS and web editing

Experience with tag line, copy writing and editing

Focused self-starter, responsible and able to manage multiple projects

## where i've been.

Freelance Work, 12/06 -Current

### Graphic Artist, Web Designer, Illustrator

Experience in a wide variety of medias, projects and client types:

Created digital designs for banners and print advertising for publications such as The Macomb Daily, Hour Magazine, and the Grosse Pointe News.

Developed new branding for local businesses. Creating logos, advertising, menus and collaborating with clients, printers and promotional companies to ensure successful results.

Designed digital, responsive PDF's for extensive K-12 Mathematics, Language Arts and Social Studies digital lesson plans.

Designed and maintained several informational websites with WYSIWYG software and editing the HTML and CSS to change the design or content of the site.

Digitally illustrated a poster-size images as part of a promoted reading program for a local school teachers group, as well as a children's book written by a local author.

Blue Cross Blue Shield of Michigan (contracted through w3r), 07/15 - 12/19

### Graphic Designer and Corporate Photographer

Developed and implemented electronically formatted design concepts using Adobe Design Suite (e.g., marketing campaigns, fliers, displays, brochures, newsletters, posters, banners, training aids, etc.). Coordinate and manage projects from design to print production. Consult with clients and business partners. Create and maintain image library for executive and management headshots and on-site community and employee events.

Maloof Jewelry & Gifts, 09/13 to 7/15

### Graphic Designer

Designed and maintained store website. Created all print and digital advertising. Maintained image library of all products by using digital photography and image editing techniques and software.

Gardner-White Furniture, 05/10 to 10/13

### Graphic Designer and Web Editor

Maintained the product image library and scheduling photo shoots for new products. Edited all raw photography of new collections by using color correcting techniques and creating a more visually appealing aesthetic. Uploaded the new images along with descriptive copy to the website using basic HTML and copy writing. Responsible for updating all weekly sales packages on the website and for each store.

Part-time employee, full-time student, 2004 to 2007

Server (Camp Ticonderoga restaurant), Sales Associate (Contractor's Clothing), Sales Lead (Chico's)

GM/OnStar, 1995 to 2004

### Executive Assistant

Support for the Assistant Chief Engineer for Full Size Truck at GM and the Director of Operations at OnStar. Duties included scheduling of meetings, securing travel arrangements, scheduling all PEPcars, coordinating with various companies to schedule large, team-building events. Collecting data and creating Power Point presentations for scheduled meetings.

