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If you're looking for a creative team player, someone that wears many hats, that can produce designs across various formats, platforms, and environments, and someone that is a lifelong learner, always looking to grow and improve story-telling skills, staying up to date on industry trends and the latest design software—look no further.

WORK EXPERIENCE

Senior Graphic Designer—Remote (1/2023–Current)

PASCO-HERNANDO STATE COLLEGE, FL

Design new digital branding of company materials. Translate visual ideas into sketches, sitemaps, user flows, journey maps, wireframes, mockups, and prototypes into intuitive user experiences. Adapt graphics for digital assets for email interface and various platforms. Communicate visual ideas effectively to clients, management, and staff. Conceptualize logos, branding development, brochures, PowerPoint decks/presentations, announcements, ads, flyers, and client marketing materials. Own and manage the Company Brand, Design, Identity, and Brand Book.

Freelance Senior Graphic Designer—Remote (12/2021–Current)

SELF-EMPLOYED, HOMOSSASSA, FL

Create sitemaps, user flows, journey maps, wireframes, and mockups, into intuitive user experiences. Adapt graphics for digital assets for email interface and various platforms. Communicate visual ideas effectively to clients, management, and staff. Juggle competing project demands and work with management to understand priorities. Develop logos, branding development, ads, flyers, and client marketing materials. Source, composite, and retouch images for print and web.

Senior Graphic Designer—Hybrid (1/2010–12/2018)

M FINANCIAL GROUP (MFG), PORTLAND, OR

Promoted to collaborate and lead the design team to meet the company's marketing needs. Work with internal and external teams to define requirements, iterate on visual design solutions, and contribute expertise to various projects. Design and layout print materials and layout of digital assets for email interfaces and various platforms. Conceptualize a unified visual brand for meetings and the layout of all materials. Primary contact for more than 125 MFG Member Firms; design ideation/creation of the redesign of logos, web design, ads, brochures, announcements, flyers, and other marketing materials. Initiate personal goals to coordinate with Member Firms that could benefit from re-brand options for increased sales. A critical team member that brought visual and graphic design services in-house built the team and helped develop the Annual Report, which saved MFG considerable dollars. Accomplishments include, but are not limited to:

- Lead design ideation/creation for client hand-off.
- Sole contributor/creator for member firm logos.
- Coordinated "All Calls" for mid-level Member Firms who would benefit from re-branding.

Graphic Designer— (7/2000–12/2010)

M FINANCIAL GROUP (MFG), PORTLAND, OR

Work with and provide design services to Member Firms who have met the revenue criteria, of the M Group, including new logo development, design, and layout of stationery (business cards, letterhead, thank you cards, envelopes), web page design support, and design and layout of ads, brochures, announcements, flyers and a variety of other marketing materials. Accomplishments include, but are not limited to:

- Key team members brought services in-house, including building the team and developing the Annual Report for savings of Millions over several years.

EDUCATION

Portland State University

BFA Graphic Design (2019–2022) PORTLAND, OR

Coursera—Google UX

Design Certificate (2022–2023)

AREAS OF EXPERIENCE

Logo/Brand Design

Digital Design

Web Design

UI/UX

Prototyping

Wireframing

Typography

Print Design

Packaging

Communication Skills

Iconography

Illustration

Photo Retouching

Project Management

HTML/CSS

PROGRAMS

Adobe Creative Suite

Figma

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe XD

Adobe Premiere Pro

Adobe Dreamweaver

Adobe After Effects

Microsoft Office

Google Workspace

PowerPoint/Keynote