

PROFILE

I am a proactive, detail-oriented, and efficient designer and project manager skilled in publication design, corporate communications, and marketing.

Let me help you:

- Develop, or work within, detailed branding guidelines to communicate your message consistently.
- Develop and design marketing and advertising campaigns with collateral spanning a variety of media.
- Manage scheduling, quoting, prepress and production.

EXPERIENCE

Senior Graphic Designer: Olympic Club

San Francisco, CA: September 2014–present

Design broad range of member communications and manage brand for a prestigious athletic club with approximately 10,000 members as the sole in-house designer. Club communications include monthly magazine, weekly email, event marketing, website, program materials, and signage.

- Design and manage production of 48-page monthly magazine — coordinate with members and staff to collect content, conceptualize and layout feature spreads, plan and art direct photo shoots, retouch photography, assist with editing articles, and ensure production stays on schedule at every stage of the process.
- Developed and implemented updated branding guidelines to bring visual consistency to all Club materials. Collaborated with multiple departments to redesign wide variety of materials to comply with new guidelines, while simultaneously improving functionality of communications. Materials include membership forms, menus, invitations, programs, fact sheets, Word templates, and schedules.
- Designed well-received campaign to celebrate 125th anniversary of the Club's logo including commemorative logo, magazine feature, merchandise, and historic exhibit.
- Integral member to the project management of new member website launch, a 3-year long project. Managed employee feature requests, advocated for budgets, translated needs to developer, and onboarded new staff. Provided continuity between changing staff and vendors to ensure that designs were implemented as intended.

Contract Graphic Designer: Chevron (through Aquent)

Houston, TX: August 2013–January 2014

Designed wide variety of internal corporate communications for a global energy company, including conference posters, signage, brochures, handbooks, and e-mail newsletters within strict corporate branding guidelines.

Designer: Sun & Ski

Houston, TX: June 2010–August 2013

Designed advertising, marketing, and in-store materials for a specialty sports retail chain with 30 stores nationwide, in a fast-paced retail environment. Managed scheduling, design and production of a variety of materials including ads, billboards, direct mail, marketing collateral, event graphics, in-store signage, and corporate collateral.

Designer: Freed

Sugar Land, TX: December 2009–April 2010

Collaborated with art directors and copywriters to develop and design advertising campaigns. Designed a variety of materials including newsletters, ads, print collateral, and websites.

Designer: Formative Group

Berkeley, CA: April 2008–March 2009

Designed and produced a variety of materials, such as corporate branding packages, employee publications, company newsletters, and brochures at a small graphic design firm.

EDUCATION

Carnegie Mellon University, *December 2007*. **B.F.A. with Honors, Communication Design.**

SOFTWARE SKILLS

Adobe InDesign, Illustrator, Photoshop, and Acrobat. Microsoft Office. HTML, CSS, Wordpress, and Mailchimp.