



I'm a vision-driven professional whose expertise encompasses all aspects of creative development and graphic design. My passion is collaboration and bringing cross-functional teams together.

A few areas of my expertise include...

- Retail Brand Development
- Visual Merchandising
- Cross-functional Team Management
- Brand Development
- Creative Strategy
- Creative Launches

Experience

Senior Graphic Designer July 2019 - Present
RR Donnelley | The Home Depot, Atlanta, Ga

Collaborate closely with THD Visual Merchandisers and RRD Art Directors on original concepts for in-store signage, wayfinding, and redesign solutions

- Adapts marketing ideas into print or experiential solutions
- Design digital mockups for presentations and pitch decks
- Prepare final press-ready production files, package & release to printers or media partners
- Support, train and assist graphic designers and production artists
- Follow a development timeline to ensure tasks are completed by the deadline

Lead Graphic Designer July 2015 - June 2019
Score Atlanta, Atlanta, Ga

Managed graphic production, proofing, and file release on 40+ publications per year for the NFL and MLS teams under the AMBSE marketing and event teams

- Designed "Conquered!" The Atlanta United FC commemorative book sold in The Official MLS Store
- Collaborated on the Atlanta Falcons Gameday guides, Atlanta United Matchday books, Atlanta Falcons Yearbook, AMBSE marketing materials and special event publications such as the 2019 Super Bowl LIII
- Directed website development, management, and content posting for Score Atlanta event websites

Graphic Designer Oct 2013 - March 2015
Abcom/Exploring Inc., Atlanta, Ga

Managed marketing strategies and design for companies under Exploring, Inc. umbrella (Brumark, ID3 Group, & Shelmarc Flooring).

- Designed and approved graphic production for Brumark flooring clients, and conceptualized Brumark Exhibition booths and tradeshow collateral
- Abcom Inc.: Supervised client tradeshow booth development from ideation to fabrication and artwork installation

Jr. Graphic Designer Jan 2011 - July 2013
Hughes Media, Atlanta, Ga

- Graphic/Website Design & Development
- Content Editing for SEO
- Google Analytics/Adwords Experience
- Brand Development/ Social Media

Atlanta, GA (Open to Remote)
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Skills

Methods & Expertise

Creative Launches
Graphic Design
Brand Activation
Retail Brand Development
Visual Merchandising
Cross-functional Team Management
Brand Development
Multi-channel Campaigns
Creative Strategy
Project Management
Project Budgets
Website Design & Development
Content Management Systems
HTML/CSS
Asset Management

Design & Collaboration Tools

Adobe CS3-CC 2022
MS Office Suite
Google Workspace
Workfront/ProofHQ
FunctionFox TimeFox
Monday.com
Asana
Sharepoint
Basecamp

Education

Art Institute of Atlanta
Bachelor of Arts, Advertising
2008-2011