

PROFESSIONAL SUMMARY

Visionary brand leader with over 20 years of experience crafting compelling narratives and executing cohesive cross-platform strategies. Expert in transforming targeted concepts into award-winning solutions across digital, print, and experiential media. Continually delivers elevated engagement and measurable impact for a broad spectrum of sectors rooted in conscious capitalism, from state agencies to technology, luxury and wellness brands.

EXPERIENCE

CREATIVE DIRECTOR

Brink Creative, Global 1/01 – present

Conceptualize and execute innovative branding and marketing solutions that drive engagement and support business objectives across diverse media, including logos, websites, social media campaigns, infographics, print collateral, signage systems, and trade show displays. Develop compelling visual strategies that strengthen brand identity and drive audience engagement across industries such as Health & Wellness, Technology, Real Estate, Restaurants, Hospitality, Fashion, Healthcare, Event Planning, Finance, Publishing, and the Arts. Transform complex client objectives into compelling, award-winning designs, leading projects from concept to final delivery with clear communication and inspirational leadership. Collaborate with teams of photographers, writers, developers, printers, and fabricators, to ensure design excellence and production accuracy. Cultivate strong relationships with clients, while managing budgets and timelines to deliver applications that are on-brand, memorable, and have high-impact results.

ART DIRECTOR

Sherry Matthews Group, Austin 11/99 – 1/01

Oversaw art department in the creation of campaigns for Texas Health Department, Texas Department of Transportation and end-high property developers and architecture firms. Collaborated with account executives and design team to mastermind unusual concepts for projects which included statewide advertising campaigns, identity systems, annual reports, print collateral, signage, and websites. Handled all stages of projects from conception to completion.

GRAPHIC DESIGNER

Sibley/Peteet Design, Austin 1/99 – 10/99

Designed and produced logos, annual reports, brochures and signage for clients in tech, property development, and retail. Worked with an award-winning design team.

GRAPHIC DESIGNER

Jennifer Braham Design, Berkeley, CA 1/96 – 1/99

Conceived design solutions for industries including Innovative Technologies, Finance, Publishing and Fashion. Body of projects included: identity development, website design, and book design.

GRAPHIC DESIGNER

Bonnie Smetts Design, Berkeley, CA 9/94 – 1/96

Coordinated design projects from problem to solution by collaborating with clients, conception of concepts, overseeing freelancers, and handling print production. Designed interface for Claris Impact Software.

OTHER WORK EXPERIENCE

The Nature Company, GRAPHIC DESIGN INTERN

Antiques & Fine Art Magazine, EDITORIAL ASSISTANT

Communication Arts Magazine, DESIGN/ADVERTISING SHOW INTERN

EDUCATION

California College of the Arts GRAPHIC DESIGN 1/93 – 6/94

Santa Clara University BA in COMMUNICATION graduated 6/91

Emphasis in **Print Journalism**, Minor in **Studio Art**

TEACHING EXPERIENCE

The Griffin High School, DESIGN INSTRUCTOR, Graphic Design

Austin Community College, DESIGN INSTRUCTOR, Senior Portfolio Class

FITNESS INSTRUCTOR, Throughout the San Francisco Bay Area

SKILLS

- Brand Strategy
- Digital and Print Design
- Campaign Conceptualization
- Creative Direction
- Design Oversight
- Photography Direction
- Visual Storytelling
- Client Needs Assessment
- Team Collaboration
- Project Management
- Vendor Supervision
- Production Coordination
- Typography & Layout Design
- Adobe Creative Suite (Photoshop, Illustrator, and InDesign)
- Firma
- Interpersonal & Communication Skills

STRENGTHS

- Highly creative with a strong strategic mindset
- Efficient, reliable, and consistently meets deadlines
- Visionary
- Professional and solutions-oriented
- Proven ability to address and resolve complex design challenges
- Skilled in requirement discovery and goal achievement
- Maintains composure and positivity in the face of adversity
- Accountable
- Expert in both organic and linear design processes
- Exceptional interpersonal and communication skills
- Committed to delivering impactful, results-driven assets
- Performs well under pressure
- Proactively embraces new challenges as opportunities to expand knowledge and skills

PARTIAL CLIENT LIST

Wells Fargo
Uchi
Kick Pleat
Vinaigrette
Texas State Bar
Sage Environmental
NoackLittle Architecture
Freudenburg Medical
Modern General
Les Dames d' Escoffier
Nokia
University of Texas
Playa Samara Costa Rica