



EXPERIENCE

Indigo Slate

Senior Art Director | April 2022 - August 2022

Worked as the creative lead for a variety of digital campaigns in the tech space for clients such as Microsoft, Intel, and SAP. Created and delivered forward facing client presentations and pitches on a regular basis. Helped with the development and management of estimations and resources. Provided high level art direction and creative thought leadership to fellow designers, animators, and editors.

Freelance

Design and Art Direction | January 2014 - Present

Working both independently and in partnerships. Responsible for concept development, design, client communication, and budget management. Focusing on visual solutions through identity/branding, art direction, packaging, and various hands-on projects.

Greenlane

Art Director | March 2021 - April 2022

Was responsible for strategic and visual development and design for digital dominate marketing campaigns. Developed and executed annual marketing campaigns, including the management of budgets, contractors, and media placements. Worked within the restraints of the cannabis industry to identify and create strategic and effective customer e-commerce journeys across both paid and owned channels. Worked closely with go-to-market team members to bring product launches to life with both B2B and B2C marketing collateral. Was responsible for all packaging design, including remaining up to date with international cannabis regulations, and the management of dozens of product SKUs

Eyce

Art Director | October 2018 - March 2021

Initiated the design direction for the rebrand of Eyce. Was responsible for strategic and visual development and design for digital dominate marketing campaigns. Worked within the restraints of the cannabis industry to identify and create strategic and effective customer e-commerce journeys across both paid and owned channels. Drove direct and quantifiable sales growth with both B2B and B2C customers. Was responsible for all packaging design, including remaining up to date with international cannabis regulations, and the management of dozens of product SKUs

MSI Communications

Art Director | July 2014 - October 2018

Worked closely with senior leadership on new business pitches; developed 360° and digital forward campaign platforms for clients such as Alaska Airlines, Exxon Mobil, BP Alaska, KRSA, various native corps and non-profits. Provided art direction and guidance to fellow designers, animators, and editors.

EDUCATION

Syracuse University

S.I. Newhouse School of Public Communications

B.S. Advertising, Emphasis on Creative

Minor in Psychology

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