



Seasoned professional, experienced in every aspect of the design process. Provides exceptional customer service with clients while maintaining strong relationships. Background in art direction, design, and print production. Demonstrates ability to provide creative branding and rebranding. Seeks an exciting and new challenge.

Professional Experience:

Standard Textile, Cincinnati, Ohio

Temporary Graphic Designer, 2011 – Present (Contractual)

- Assisting in the complete rebranding of Standard Textile's Healthcare Division print collateral.
- Executing creative briefs for art direction of photography and copy writing.
- Developing, planning, and fulfillment of photo shoots.

Marsh Inc, Cincinnati, Ohio

Graphic Designer, 2009 – 2011

- Accomplished the successful rebranding of Steak 'n Shake restaurants, which resulted in a remarkable 7.5% in company same-store sales growth in 2010.
- Developed a series of in-store merchandising items for Steak 'n Shake: menus, table cards, place mats, and other promotional materials.
- Created flavor identifications highlighting new promotional menu items for Steak 'n Shake.
- Implemented designs for Reckitt Benckiser to successfully introduce new product developments for Air Wick.
- Collaborated on creative for many national and international brands including: Boston Market, Papa Johns, Resolve, and CKE Brands.

Insignia Design Associates, Cincinnati, Ohio

Graphic Designer/Art Director, 2002 – 2009

- Designed and lead art direction for the Fathead brand, specifically image conception, graphics/logos, web design and production.
- Produced designs that resulted in the most successful launch of any new licensed product for the NFL.
- Generated an extensive private label branding for new Kroger product lines to successfully compete with established national brands.
- Established brand creation for multiple products distributed by Berkeley Premium Nutraceuticals, specifically package design and print collateral.

Tin Box Studio, Cincinnati, Ohio

Graphic Designer, 2002 – 2002

- Originated collegiate textbook cover designs for Anderson Publishing
- Conceptualized advertising campaigns and designed promotional materials for Valentine One Radar Detectors.

Insignia Design Associates, Cincinnati, Ohio

Graphic Designer, 2000 – 2001

- Managed all aspects of advertising and marketing, including photo shoots, for two seasons of the Cincinnati Ballet.

Freelance Experience:

Marsh Inc, Cincinnati, Ohio, June 2009 – December 2009

Game Day Communications, Cincinnati, Ohio, recurring

UMPS CARE Charities, Voorheesville, New York, recurring

The Hauser Group, Cincinnati, Ohio, recurring

Education:

Art Academy of Cincinnati

Bachelor of Fine Art, emphasis in Communication Design, May 2000

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