



EDUCATION

BACHELOR OF FINE ARTS: VISUAL COMMUNICATIONS

International Academy
of Design and Technology
Chicago, IL

SOFTWARE SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Asana
Expensify
Flip HTML5
Microsoft Office Suite
Slack
Zoom

INDUSTRY BACKGROUND

Advertising
B2B Marketing
B2C Marketing
Cannabis

TECHNICAL COMPETENCIES

Art Direction
Branding & Identity
Budget Management
Compliance Packaging Regulations
Concept Development
Content Development
Corporate Identity
Creative Standards Development
Creative Strategy
Desktop Publishing
Digital Marketing
Field Activation
Graphic Design
Leadership
Layout
Marketing Campaigns
Packaging Design
Photography/Video Direction
Pre-Press
Project Management
Retail Displays/Signage
Time Management
Typography
Vendor Coordination
Visual Communication
Web Design

WORK STYLE

Adaptable/Flexible
Attention to Detail
Dependable
Empathetic
Innovative
Persistent
Takes Initiative

PROFESSIONAL EXPERIENCE

V.P. ART DIRECTOR ~ REVOLUTION GLOBAL ~ 05.2018 TO PRESENT

- ~ Directs the design of packaging, social graphics, and product branding for a leading cannabis cultivator
- ~ Reviews and approves any design/artwork, photography, digital content and graphics developed by direct reports (graphic designer, social media coordinator, photographer/videographer)
- ~ Identifies and maintains strategic partnerships with suppliers to uphold brand integrity and design standards
- ~ Works with wholesale sales team to create effective marketing materials for dispensaries for multiple markets (B2B)
- ~ Creates marketing materials needed for retail teams of company-owned dispensaries in multiple markets (B2C)
- ~ Understands and maintains compliance packaging regulations for multiple markets
- ~ Led strategic foundation and execution of brand consolidation, with brand and packaging redesign for Revolution Cannabis, as featured in High Times magazine
- ~ Updated packaging designs and worked with vendors to solidify final files per their specs and templates as well as choose appropriate materials and finishes
- ~ Led agency portfolio audit of B2C brands to accommodate brand consolidation
- ~ Established brand guidelines for rebrand of Revolution Cannabis to span multiple markets
- ~ Managed the expedited launch into AR market leveraging vendor partnerships ensuring compliance requirements were upheld in tight turnaround
- ~ Led development and implementation of creative process and establishment of internal agency structure

NOTABLE MENTIONS:

- ~ Led strategic foundation of social engagement resulting in a 50% increase in followers within one calendar year
- ~ Developed design and transition timeline of packaging update saving 30% in costs
- ~ Established foundation retail brand for Maryland and Illinois markets while consumer-centric retail strategy was under development; led strategy for transition plans to Enlightened brand

GRAPHIC DESIGNER ~ ESROCK PARTNERS ~ 10.2013 TO 05.2018

- ~ Designed print and web materials for major clients in the food service industry spanning multiple markets (B2B)
- ~ Assisted Creative Director with high-level branding design and ad concepts, from ideation to completion
- ~ Worked with the Art Director to ensure layouts adhered to client branding guidelines
- ~ Aided Copywriter in creative copy brainstorm sessions and headline refinery
- ~ Guided and reviewed junior designer projects for Creative Director and Art Director approval
- ~ Created in-house branded collateral, such as infographics and custom graphics for client pitches and presentations

FREELANCE GRAPHIC DESIGNER ~ CUSTOM PERSONALIZATION SOLUTIONS ~ 07.2013 TO 10.2013

- ~ Designed custom licensed retail products for Viacom brands (ie: Nickelodeon and PBS) via TVsToyBox.com utilizing specific brand requirements and guidelines
- ~ Effectively created fresh ideas and concepts for items to increase sales revenue online and in-store
- ~ Built product decks to showcase items mocked up 2D/3D for client approval
- ~ Finalized files for production for high quality output of products
- ~ Produced final product images for display on retail website
- ~ Worked with account managers to select choice of products launched for upcoming seasonal launches

SENIOR GRAPHIC DESIGNER ~ SIGNS NOW ~ 07.2007 TO 07.2013

- ~ Designed large-format marketing materials for local businesses including building signage, vehicle wraps, product displays and trade show signage
- ~ Managed designs from concept to completion, understanding prep for production
- ~ Worked with industry resources and outside vendors when necessary
- ~ Operated large plotting machines and its technical software for vinyl applications
- ~ Managed and maintained wide format HP printers for large-format printing
- ~ Communicated with clients regarding proof approvals and artwork edits

ADVERTISING INTERN ~ G2 PROMOTIONAL MARKETING ~ 11.2006 TO 02.2007

- ~ Shadowed Art Directors working on projects for major retail brands
- ~ Attended creative briefs to learn and observe
- ~ Assisted Art Directors with stock image searching
- ~ Organized client brand standards and digital assets for fluid and efficient use among all creatives.