

Strategic creative director with 10+ years of experience in branding, design, marketing, and visual communication; passionate about elevating brands and strengthening their stories. Also enjoys traveling, cycling, and coffee-ing.

EXPERIENCE

FastSpring — Santa Barbara, CA

Creative Director, February 2016 – Present

Provide design and branding leadership across all marketing and communications mediums. Constantly re-defining, and optimizing creative team strategies and processes. Able to identify, hire, and manage a talented teams of designers, developers, and creative contractors, then fostering collaboration and growth between them.

QAD Inc — Summerland, CA

Creative Manager, August 2014 – February 2016

Support company-wide creative objectives by providing creative leadership for a highly skilled team of senior producers/designers with a broad range of technical and creative skills. Collaborate with Engineering to uplift interfaces of QAD products as the organization moved from on premise to SaaS offering.

Senior Web Designer, September 2013 – August 2014

SEO/PPC landing pages, website design, company intranet, digital marketing collateral, digital identity solutions, email marketing campaigns, and corporate event design. Led redesign of microsite for cloud offering which generated \$920K in revenue. Led complete redesign of QAD.com and global email program.

Senior Graphic Designer, October 2010 – September 2013

Design for web, mobile, and print at a global level to accurately reflect corporate brand across all mediums and collateral. Design for user webinars, corporate events, annual reports, infographics and marketing collateral. Served as design lead for global marketing and corporate collateral refresh.

AR & Company — Paso Robles, CA

Web Designer / Graphic Designer, February 2009 – October 2010

Provided high-quality graphic design and identity services, formulate and implement targeted social media strategies, and design dynamic websites (properly optimized for search engine results) in order to help our clients achieve a new level of recognition and maximize the potential of their businesses.

Mark Hemmis Design — Santa Barbara, CA

Freelance Design & Creative Direction, September 2006 – October 2010

Freelance creative direction and design for a range of clients including: branding, web design, logo design, marketing collateral, newsletters, and packaging design for small and medium-sized businesses.

EDUCATION

University of California Santa Barbara (Extension)

Professional Certificate, September 2007 – June 2008

Graphic Design and Visual Communication

California State University East Bay

Post-Graduate Study, September 2006 – June 2007

Multimedia Graduate Program

University of California Santa Barbara

Bachelor of Arts, September 2003 – June 2006

Major in Sociology, Minor in Professional Writing (Tech Comm)

ASSOCIATIONS

SB Media Group AAF (American Advertising Federation)

April 2008 – June 2010

Digital Branding and
Volunteer Webmaster

American Institute of Graphic Arts (AIGA)

May 2008 – Current

Active Member

National Society for Leadership and Success

September 2005 – Current

Lifetime Member

TECHNICAL SKILLS

Software & Specific Knowledge

Mac / PC platforms: Microsoft Office Suite (Powerpoint, Word) Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver, Premier). Experience with HTML, CSS, Javascript, and various experimental successes with search engine optimization (SEO).

SAMPLE WORK

