



**The Pitch**

I enjoy creating/pitching creative ideas and looking at everything from a bird's-eye view while making sure all touchpoints are visually and conceptually cohesive. This could range from multiple executions including the digital space, product UI/UX, VR/AR, performance marketing or digital immersive retail experiences for 360 campaigns. Loves to collaborate with GTM's and manage creative teams + external/internal agency partners to ensure consistent visual concepts are met for innovative ideas that push global business market goals. I enjoy cross functional teams, because honestly there is no "i" in team. Let's make cool things! #dreamteam

**The Work**

- Senior Art Director / Senior Visual Designer  
Full - Time | **GoDaddy** | April 2019 - May 2023 | Seattle, WA  
Creative lead for 360 global campaigns for US, APAC, CA, Australia, EMEA and LATAM leveraging figma / sketch assets. Led development, and client pitches for new product campaigns. Led performance creative based on KPI's for global marketing. Creative lead for cross-functional teams and external agency partners. Managed 5-10 junior creatives.
- Senior Art Director  
Freelance | **SapientRazorfish** | October 2018 - November 2018 | Seattle, WA  
T-Mobile | Led art direction and concept for 6 signature stores in collaboration with WongDoody Starbucks Reserve | Worked directly with CD to develop AR concepts via cross-functional teams.
- Senior Art Director  
Freelance | **Ogilvy & Mather** | June 2018 - June 2018 | New York, NY  
LG Mobile | Led art direction for digital social campaign for the new LG G7
- Senior Art Director  
Freelance | **ModOp NYC** | April 2018 - May 2018 | New York, NY  
Led art direction / concept development for a variety of digital focused projects
- Senior Art Director  
Freelance | **Reverie Studio NYC** | April 2018 - May 2018 | New York, NY  
Responsible for art direction & design for multiple touchpoints within Dream Hotel Group
- Senior Art Director  
Freelance | **Evok Advertising** | Feb 2018 - March 2018 | Orlando, FL  
Responsibilities included concept development, storyboards, new business pitch, and presentation decks for existing client categories in Theme Park, Financial and Restaurant/Retail space
- Art Director  
Full - Time | **&Barr** | September 2015 - January 2018 | Orlando, FL  
NPR, YMCA, ABC Fine Wine and Spirits, Rosen Hotels & Resorts. Led Art Direction for integrated campaigns, photoshoots, VR and social content. Managed 2 Jr. Art Directors and 1 Production Artist
- Art Director/Designer  
Freelance | **Co: Collective** | August 2015 - August 2015 | New York, NY  
YouTube RED  
Designed and conceptualized moodboards and storyboards for new product platform
- Art Director/Designer  
Freelance | **Publicis** | May 2015 - August 2015 | New York, NY  
Bounty, Puffs and Charmin  
Art directed and conceptualized for rich media and social content
- Art Director  
Freelance | **Woods Witt Dealy & Sons** | Oct. 2014 - May. 2015 | New York, NY  
Pirelli, Metzeler, JAMS and DURACELL  
Led art direction and conceptualized for rich media, print, social, experiential and OOH
- Art Director  
Freelance | **Momentum Worldwide** | Aug. 2014 - Sept. 2014 | New York, NY  
Stoli Vodka and Stoli elit Vodka  
Designed new package design, POS, print collateral and publication
- Art Director/Designer  
Freelance | **Vayner Media** | Jun. 2014 - Aug. 2014 | New York, NY  
Stella Artois, Mountain Dew, Bud Light, Ritz Crackers, Stride Gum, Nature's Bounty Doritos/Mtn Dew Game Fuel and Tropicana
- Art Director/Designer  
Freelance | **C42D** | Jun. 2014 - Aug. 2014 | New York, NY  
Reebok, Reebok Crossfit, and Reebok Classic  
Designed for digital, experiential, publication and OOH
- Graphic Designer  
Freelance | **Catch 24 Advertising** | Dec. 2013 - Jan. 2014 | New York, NY  
DirectTV, E\*TRADE, and BKLYN Designs  
UI/UX, responsive designs, print, digital banners, eblasts and rebranding

**The Trade**

Midjourney | ChatGPT | Adobe Creative Suite CC | Content Creation | Cinematography | Keynote/PowerPoint  
Photoshop CC | Illustrator CC | InDesign CC | Premiere CC | After Effects CC | Unreal Engine 5 | Figma | Sketch | Frame.io  
Understanding of CSS, Javascript, HTML5, Responsive Design | Knowledge of current mobile & web trends

**The School**

**SCAD** | Bachelor of Arts in Visual Communication with a focus in Advertising and Art Direction  
Savannah, GA | March 2013 | Savannah College of Art and Design

**The Honors**

2021 Platinum Muse Award | 2017 Gold Addy Awards (4) | 2017 Silver Addy Award (1) | 2017 Ads of the World  
2014 ADC Festival of Art + Craft in Advertising & Design | Miami Lazer Cat  
2011 - 2013 SCAD Artistic Scholarship