

**S U M M A R Y**

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Senior Level Creative Director, Graphic Designer, Illustrator, Project Manager, Mentor and Leader combining extensive experience across a broad range of disciplines with a strong focus on Brand Identity and Strategy, Brand Packaging, Signage and Marketing.

- Skilled execution of cross-media visual design systems for digital, print, packaging and web
- Advanced proficiency in Adobe Creative Suite: InDesign, Illustrator and Photoshop
- Expert understanding of color theory, typography, visual aesthetics, photography and printing
- Collaborative teammate, manager and mentor with strong interpersonal and communication skills
- Passionate, self-motivated and independent conceptual thinker
- Creative problem solver with a critical eye and hyper-focused attention to detail

**P R O F E S S I O N A L   E X P E R I E N C E**

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*Creative Director (remote)*

**PACIFIC WHALE FOUNDATION** • Wailuku, HI

08/21 - Present

Creative design direction and management of visual communications for PWF's family of brands. Conceptualization, development and execution of design and marketing solutions that support and communicate mission-based campaigns, initiatives, products, programs and services for all U.S. and international operations: *Retail | Eco-Tourism | Customer Care | Development | Outreach & Events | Volunteer Programs | Research, Education & Conservation | Admin.* Maximization of impact for all marketing initiatives through close collaboration with departmental managers and stakeholders. Management, mentorship and inspiration of full-time staff and contracted vendors.

***Visual Communications Management***

- Drive visual communications strategy and marketing initiatives in partnership with Marketing & Outreach Director
- Lead, manage, contribute to and provide creative direction for execution of all print and digital marketing communication efforts (copywriting, design, film/photography/video, social media, web) in collaboration with both internal teams and external partners
- Create and refine advanced design solutions and elements
- Oversee and provide ongoing assessment of all marketing projects
- Directly supervise, manage and mentor staff
- Recruit/hire, onboard and deliver ongoing feedback and conduct performance reviews
- Supervise and maintain digital asset management system

***Brand Management***

- Create and maintain U.S. and international (Australia, Ecuador and Chile) brand guidelines
- Collaborate closely with Marketing team, internal stakeholders and external partners/creative agencies, ensuring adherence to brand guidelines
- Review of all Marketing materials for brand compliance
- Compose and edit written content to insure one clear brand voice
- Promote brand growth and generate ideas for brand evolution

***Project and People Management***

- Oversee internal review process for all visual communication efforts
- Maintain departmental project priorities, timelines, updates and internal milestones
- Support team, striking an effective balance between desired results, engagement and retention; maintain a respectful and inclusive work environment where team members thrive and organizational outcomes are met
- Ensure effective recruiting, hiring, onboarding, professional development and performance management
- Ensure optimal staffing, contracted labor and workload allocation
- Understand and demonstrate core values of transparency, respect and integrity

*Senior Brand Manager/Marketing Project Manager/Lead Graphic Designer*

**PACIFIC WHALE FOUNDATION** • Wailuku, HI

08/16 - 08/21

**PROFESSIONAL EXPERIENCE** *(continued)*

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*Freelance Creative Director, Graphic Designer and Illustrator*

**FLYING DOG DESIGN** • Salt Lake City, UT / Kihei, HI / Austin, TX / San Diego, CA

05/95 - Present

Creative direction, design and illustration for a diverse range of clients including: *Specialty & Boutique Retail | Natural, Organic & Specialty Foods/Grocers | Appliances | Bakeware/Cookware | Entertaining | Home Furnishings | Pet Care | Animal Welfare | Arts/Humanities | Environmental/Conservation | Human Rights | Nonprofit | Pro Bono.*

- Client pitches and acquisition
- Client relations and cultivation
- Execution and management of simultaneous projects
- Account management (estimates, invoices and records)
- Project management through collaboration with writers, photographers and product marketing teams
- Design/production of advertising, brand identity, brand packaging, collateral and signage
- Development and evolution of client brand standards, systems and assets
- Creation of custom digital and hand-crafted illustrations and signage

*Senior Design Manager, Brand Packaging*

**WILLIAMS-SONOMA** • San Francisco, CA

07/09 - 07/11

Creative design direction of specialty retail brand packaging solutions for an extensive range of both core and seasonal products: *Appliances | Bakeware/Cookware | Entertaining | Home Furnishings | Specialty Foods.*

- Reported directly to VP of Creative Services and Executive Creative Director
- Conceptualized and executed creative brand packaging solutions in fast-paced, high-pressure atmosphere
- Presented creative packaging solutions to executive management at weekly design reviews
- Successfully implemented high-level brand initiatives through cross-departmental collaboration
- Directed, mentored, and managed direct reports and external partners
- Increased studio efficiency by improving workflow delegation

*Art Director, Creative Services*

**WHOLE FOODS MARKET • PRIVATE LABEL** • Austin, TX

06/05 - 06/09

Creative design direction for innovative Fortune 500 natural and organic foods retailer.

- Significantly reduced costs by shifting from an outsourced model to an in-house creative services team
- Expanded core team from 2 to 8 specialized members, resulting in increased capacity and unified goals
- Conceptualized and executed creative brand packaging solutions across a broad range of product offerings
- Implemented unique company-wide initiatives for executive management and CEO
- Developed and produced event and exhibit signage, and presentation materials
- Collaborated with management and internal/external partners for successful project realization
- Led the evolution of brand standards, and successfully refreshed a long-standing brand identity

**EDUCATION**

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*B.S. Graphic Design*

**UNIVERSITY OF CINCINNATI** • Cincinnati, OH