

S U M M A R Y

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

- Skilled execution of cross-media visual design systems for print, packaging, and web
- Proficient in Adobe Creative Suite: InDesign, Illustrator, Photoshop
- Thorough understanding of color theory, typography, visual aesthetics, photography, and printing
- Collaborative teammate with excellent interpersonal and communication skills
- Passionate, self-motivated, independent conceptual thinker and problem solver

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

Lead Graphic Designer, Marketing

PACIFIC WHALE FOUNDATION • Wailuku, HI

08/16 - Present

Creative design direction for nonprofit/social enterprise. Conceptualization, development, execution, and maintenance of design and marketing solutions that support and communicate mission-based campaigns, initiatives, products, programs and services for all U.S. and international operations: *Administration | Customer Care/Reservations | Eco-Tourism | Membership & Giving | Outreach & Events | Research, Education & Conservation | Retail | Volunteer Programs.*

- Collaboration with internal management, staff, and external partners
- Contribution to recurring leadership meetings and strategic planning initiatives
- Management and mentorship of Junior Graphic Designer
- Improvement of studio operations through increased efficiency and workflow delegation
- Creation of print/digital advertising, collateral, and branded retail items
- Creation of custom illustrations and production/retouching of photographic images
- Development and evolution of brand standards and assets
- Design, production, and installation of retail signage and vessel/fleet graphics
- Planning, design, and support for community events, website, and social media content

Freelance Art Director, Graphic Designer and Illustrator

FLYING DOG DESIGN • Kihei, HI / Austin, TX / San Diego, CA

05/95 - Present

Creative design direction and illustration for a diverse range of clients, including: *Animal Welfare | Arts/Humanities | Environmental Research, Education & Conservation | Human Rights | Natural/Organic Foods | Nonprofit | Pro Bono.*

- Client acquisition and cultivation of client relations
- Account management of 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
- Execution and management of multiple simultaneous projects

PROFESSIONAL EXPERIENCE *(continued)*

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 core and seasonal products: *Bakeware/Cookware* | *Entertaining* | *Housewares* | *Specialty Foods* | *Tools*.

- 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

B.S. Graphic Design

UNIVERSITY OF CINCINNATI • Cincinnati, OH