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## **AIGA Austin**

February 2010 – current

### **President**

June 2011 - current

### **Secretary, Executive Board**

February 2010 – June 2011

- Was part of *executive board decisions* regarding finances, event promotions, board nominations, copywriting, site updates, and disputes.
- Took notes, *documented* all meetings, and assisted in all *administrative duties*.
- Participated in local and national *leadership retreats*
- *Attended all board meetings* and chapter events to stay connected.
- Oversee all chapter functions and finances.

## **Possible Worldwide (formerly Schematic)**

May 2009 – current

### **Sr. Art Director**

November 2009 – current

### **Contract Art Director**

May 2009 – November 2009

- Directed and designed the first iteration of Reliant Energy's *Social Media (Twitter, Facebook, etc.)* and *iPad Apartment Kiosk* landing pages
- Created *wireframes and templates* for a full asset global brand campaign
- Provided global *art direction, production assistance* and *user experience strategy* between agency teams in Austin, Costa Rica, Minneapolis and LA for landing pages, e-mail and site banners
- Managed the *creative and strategy on Dell Consumer E-mail* for 14 months
- *Produced and conceptualized* Dell Consumer site assets, from user experience and strategy to creative on *microsites and landing pages*
- Helped *build* the Dell Consumer E-mail and Alienware e-mail accounts with Schematic *from the ground up*
- Assisted in multiple *pitches* and led *content strategy*

## **T3 (The Think Tank)**

August 2004 – May 2009

### **Associate Creative Director**

November 2007 – May 2009

### **Senior Interactive Art Director**

March 2007 – November 2007

### **Interactive Art Director**

October 2006 – March 2007

### **Interactive Designer**

August 2004 – October 2006

- *Assisted the Group Creative Directors* in managing the in-house teams (from 2 to 5 people)
- Worked with project managers on *estimates and resources* for clients
- Met with Account Executives to provide assistance on *presentations and pitches*
- *Presented creative directly* to clients and participated in strategic discussions
- Worked with the UPS team from start to finish on the *Award-nominated UPS holiday site*, www.upsregifter.com
- Designed and created *online advertising* and *site assets*, while working with the production team to gather all necessary *assets for weekly high-impact banners*.
- Created *award-winning email campaigns* for Dell Small Business
- Designed digital *campaign creative assets* for JCPenney and Dell Small Business
- Assisted with *production work* on Experience Marriott site and other projects when needed

## **Clients**

### **National**

Reliant Energy, Dell Consumer, Dell Small Business, UPS, ConocoPhillips, JCPenney, NBC Universal

### **Regional/Local**

Sage Salon, Ottica Veneta, Tattle Tail, Photo Card Café, Fit and Fearless, J. Jordan Bruns, Colorado Tile & Stone

## **Areas of Expertise**

E-mail, global campaigns, user experience, online advertising, websites, information architecture, mobile/web applications, social media, print

## **Computer Knowledge**

Adobe Creative Suite CS5 (Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks), MS Office 2008 Suite (Word, Excel, PowerPoint, Entourage), Google Sketchup; OmniGraffle Pro, Keynote

Working knowledge of HTML, CSS, XML, Javascript, Flash, After Effects

## **Internships**

- Carton Donofrio Partners, Baltimore, MD
- Idea Lab Marketing, Moorestown, NJ

## **Education**

- Maryland Institute College of Art, Baltimore, MD. B.F.A. Graphic Design, Interactive Media concentration, Summa Cum Laude
- Lenape High School, Medford, NJ

*References are available upon request.*