

2015

EXPLORIA RESORTS

Clermont, FL

Hospitality Industry » Marketing

Digital Media Designer 2015

- Initiated, authored instructional guide for CRM system & participated in training CRM users
- Redeveloped customer email newsletter, increased click-through-rate by 5.7%
- Copywriting, design of marketing collateral: emails, landing pages, print promotions & signage

2014

TEXTBOOKS AFRICA

Arlington, VA

Education Non-Profit » Infographic Design

Designer, Volunteer 2014

- Researched, developed, illustrated, & tested Ebola infographic sent to Africa during the 2014 outbreak

2013

DIVIDEND CLUB

Winter Park, FL

eCommerce Industry » Web Design

Web Designer, Freelance 2013

- Visual re-design, HTML5 & responsive CSS coding of established web site

EDUCATION & ASSOCIATIONS

- B.A. in Graphic Design, Flagler College (2005)
- Finalist, AIGA Jacksonville's Annual Portfolio Review (student competition, 2005)
- Design Kit: The Course for Human-Centered Design, +Acumen Courses/IDEO.org (2015)
- Member of Treehouse, an education platform for web design (ongoing)
- Member of Valencia College Graphic + Interactive Design Advisory Board (ongoing)

2010 – 2015

OUR SUNDAY VISITOR

Orlando, FL

Education Industry » K-12 Textbook Design

Senior Design Lead 2014 – 2015 / **Designer** 2010 – 2014

- Provided significant, high-level input to development of prototype design & instructional methods
- Initiated, explored design studies in competition, color palettes, icons, developmentally-appropriate typography
- Guided design team & mentored freelance designer
- Art directed, coordinated prototype & production of 3–10 projects at a time
- Built logo guide & a library of 150+ illustrators
- Reviewed, approved prototype specifications
- Offered solutions for workflow & design issues

2005 – 2010

HOUGHTON MIFFLIN HARCOURT

Orlando, FL

Education Industry » Elementary Textbook Design

Senior Designer 2008 – 2010 / **Designer** 2005 – 2007

- Awarded company-wide Values Excellence Award in *Passion for Winning* (2007)
- Awarded design department's *Award of Excellence* (2007)
- Developed prototype for consumable print program, won +90% of state sales upon its debut (2007–2008)
- Designed textbook that exceeded sales expectations in state market, expanded to national & international markets (2007)
- Conceptualized, developed poster campaign (2008)
- Art directed, coordinated production of 1–3 books at a time
- Directed photo shoots in studio & on location
- Offered solutions to design & production issues

CODING & SOFTWARE SKILLS

HTML5 & CSS3 / Responsive Design / Photoshop / Illustrator / InDesign / Dreamweaver / Komodo Edit / Acrobat Pro / HubSpot CMS / Benchmark

ADDITIONAL SKILLS & INTERESTS

visual design / prototyping / art direction / project management / typography / photo research / art buying / copywriting / proofreading / usability & interaction