

**communications
designer**Ford Motor Company
(agency hire - Aquent)**MAR. 2022 - PRESENT**

- » Developed a re-brand for the Urbanite team along with a wide range of communication materials, including presentations and flyers, tailored for diverse audience segments across multiple projects and business development.
- » Managed and moderated an online community space to foster engagement and collaboration for project purpose.
- » Expanded research capability by conducting 1:1 interviews and participating in community events to gather valuable insights and feedback critical to the work of my team.
- » Consistently applied creative problem-solving skills to ensure effective communication and engagement across various projects and initiatives.

art director

the Quell Group

MAY 2021 - FEB 2022

- » Successfully managed a diverse portfolio of client accounts while serving as the sole in-house designer.
- » Thrived in a demanding and high-pressure environment by consistently meeting tight deadlines for work that ranged from website designs to large-scale print materials for numerous expos and events.

Clients operating in manufacturing, automotive, and medical industries.

art directorMCCI - mort crim
communications inc.**MAR 2020 - MAY 2021**

- » Spearheaded creative projects, overseeing design team while mentoring copywriters, videographers and web developers, and the project management team; ensuring on-time and on-budget project delivery.
- » Oversaw all creative retainer clients, developed and executed company brand strategy, designed sales/marketing process.
- » Outlined creative process, cost and organizational structure for the company alongside the project manager.
- » Assumed leadership of the creative department during transitional periods: maintained team cohesion, ensured project continuity, generated new business, and facilitated a productive and collaborative work environment to meet departmental goals.

promotion

sr. graphic designerMCCI - mort crim
communications inc.**MAY 2019 - MAR. 2020**

- » Collaborated with cross-functional teams to develop and maintain comprehensive branding strategies for clients in diverse industries.
- » Translated marketing objects into compelling, cohesive design solutions, contributing to increased brand recognition and revenue growth.
- » Managed and mentored junior design staff, fostering skill development and achieving high-quality work standards.

promotion

graphic designerMCCI - mort crim
communications inc.**MAY 2018 - MAY 2019**

- » Hired as the first designer on staff to support the Creative Director and quickly assumed responsibility for independent projects.
- » Worked with diverse portfolio of client accounts spanning various industries on projects including: web development, print materials, social media campaigns, presentations, and branding.
- » Demonstrated strong autonomy and adaptability, consistently delivering high-quality results on tight timelines.

EDUCATION

University of Michigan
Stamps School of Art & Design
Bachelor of Fine Arts
Industrial Design & Graphic Design

KEY SKILLS**graphic design**

- » branding & identity
- » marketing & advertising collateral
- » communications & storytelling
- » print & digital design
- » information organization
- » web design and user experience
- » multimedia design

art direction

- » concept development
- » project management
- » client relations
- » copywriting
- » team leadership
- » video editing & scripting
- » online community management
- » multi-discipline mentorship
- » design research

software

- » adobe creative cloud
- » google suite
- » microsoft office
- » figma & sketch
- » camtasia & articulate storyline
- » rhinoceros & sketchup
- » 3ds max

Exceptionally adept at grasping software and acquiring new skills.

SAMPLE OF PAST CLIENTS

General Motors, National Oceanic and Atmospheric Association (NOAA), PVS Chemicals, DTE Energy, National Speakers Association, Michigan Nonprofit Association, Beaumont Health, the City of Detroit, and Detroit and Oakland County's Water and Sewerage Department.