



10+ years of professional experience in design, project management, client relations, and strategic planning

2015 – today 2+ years american.edu	<p>Senior Designer+ within University Communications & Marketing American University Private Research University, Washington DC</p> <ul style="list-style-type: none"> • Liased between AVP of Publications/Creative Services and the AVP of Marketing for production of materials in support of University priorities aligning with the strategic business goals • Project managed, art directed, developed content strategy, and implemented analytics/user testing for website re-design as well as large scale initiatives including marketing videos, out-of home signage, bus wraps, and event/conference environmental graphics • Lead communications with partners within IT to identify priorities and action plans • Trafficked marketing projects within in-house team, freelancers, and consultants • Designed marketing collateral for the 8 schools: branded creative executions including campaign development and creative testing with optimization for measurable results • Collaborated with copywriters, account managers, and video director • Successfully developed and built graduate blog for inbound marketing initiative under a tight deadline with limited resources • Contributed in new digital publication strategy for AMERICAN, AU's alumni magazine • Formed trusting relationships with client partners providing feedback and best practices to help them achieve their goals 	<p>Education</p> <p>BFA: Graphic Design GW Corcoran College of Art + Design</p> <p>Skill-set Adobe: InDesign K4 DPS Illustrator Photoshop Dreamweaver After Effects Audition Animate</p>
2006 – today 2 years + freelance enlineadesign.com	<p>Creative Director & Project Manager & More Enlinea Design Design Studio, Germantown MD</p> <ul style="list-style-type: none"> • Organized events, managed assets and budgets, and coordinated teams of contractors • Directed development of print and multimedia collateral for small business • Created logos and branding materials with style guides and templates • Produced web sites with online strategies and CMS training • Served on the Washington Project for the Arts Auction Committee for 4 years, developed visual identity & graphics for the annual WPA Exhibition & Art Auction Gala for 6 years including promotional materials; exhibition layouts and signage, posters, wall art, installations, invitations, announcements, banners, and digital materials 	<p>Microsoft: Word Excel PowerPoint Planner</p> <p>Video: Filemaker Pro Final Cut</p>
2012 – 2014 1.5 years + freelance ngm.com	<p>Graphic Design Specialist, Magazine & Freelance Design Specialist, Magazine National Geographic Society Non-Profit Organization, Washington DC</p> <ul style="list-style-type: none"> • Designed the special issue <i>Exploring History: 13 Notorious Villains</i> • Design production on three special issues • Design production specialist of the flagship National Geographic Magazine feature stories • Illustrated and animated information graphics for print and mobile applications • Produced files for digital publishing (iPad, iPhone, & Kindle Fire) 	<p>Web: html css jQuery CMS Drupal WordPress Google Analytics</p>
2012 – 2015 4 years + freelance lightofhealinghope.org	<p>Advisory Board Member & Executive Director Light of Healing Hope Foundation Non-Profit Organization, Washington DC</p> <ul style="list-style-type: none"> • Design consultant for the Foundation Produced two publications • Advised Executive Director, President and Board members on PR and social media campaigns • Assisted with outreach and growth through fund raising event management 	<p>Languages: English (fluent) Spanish (fluent) Italian (beginner)</p> <p>Training: Project Management Certification Course</p>
2007 – 2010 3.25 years + freelance kinetikcom.com	<p>Digital & Multimedia Designer KINETIK Communication Graphics Design Firm, Washington DC</p> <ul style="list-style-type: none"> • Designed multimedia projects; animations, marketing videos, apps, websites and micro-sites, conference materials, promotional mailers, schedules, magazine templates, and style guides • Project managed website and digital media development • Trained clients on content management systems • Directed interns with process and feedback on presenting to teams and clients 	<p>Interests Travel Photography Art Chocolate Burgers & Fries</p>