

Profile

Highly creative, motivated, and organized graphic designer with extensive experience in all forms of marketing - digital through print. A dynamic professional with exceptional collaborative and interpersonal skills, and a passion for incorporating innovative marketing strategies and solutions to all campaigns. Accustomed to performing in high volume departments where teamwork, communication, trust and deadlines are a top priority.

Experience

Freelance / Consulting | 2024-Current

Brand design, web/email marketing, social media design, and consulting for various clients.

Senior Graphic Designer, United States Fire Insurance Company/PTZ Insurance Agency LTD | 2008-2024

Lead designer for creative campaigns in print, web, email and digital marketing for subscription based pet health insurance products while maintaining multiple layers of branding. Designed and implemented template/modular based designs to optimize departmental workflow - adding speed to market for all campaigns. Worked closely with focus groups, clients, designers and developers, to structure, test, and maintain customer facing products from lead generation to enrollment.

Manager / Lab Tech / Designer, Rick Black Photography Louisville, Ohio | 1998-2008

Designed all promotional marketing such as mailers, brochures, catalogs and website, along with personalized photography products for retail. Responsible for retouching, printing and archival all digital photographs. Maintained RA-4 digital processor, large format printer and heat transfer printing system. Enhanced client and vendor relationships.

Production Artist / Director of Packaging, Color Code, Inc. Canton, Ohio / Chicago, Illinois | 1996-1998

Managed a Chicago, Illinois field office within one of the largest food and dairy packaging printers in country. Daily operations included digital pre-press (color separation, color correction, hi-res image manipulation), layout and design, scheduling and proofing of all jobs.

Education

The Art Institute of Pittsburgh, Pittsburgh, Pennsylvania

Associate in Specialized Technology Degree, Majored in Visual Communications - Honor's List

Perry High School, Massillon, Ohio

Vocational Training; Graphic Arts/Printing Technology

Skills

Adobe Creative Suite | Figma | Microsoft Office Suite | Sales Force | CMS Platforms

Design/Layout/UI | Brand Identity | Pre-Press | Email/Web Design/Dev | Project Management