



CREATIVE DESIGNER

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SENIOR GRAPHIC DESIGNER • MARKETING

ENVOY GLOBAL INC. / OCTOBER 2015 - PRESENT

Work closely with the art director and the content and digital marketing teams to establish creative processes and brand standards for the company. Assist during the ongoing rebrand project by developing responsive wireframes and polished site designs, presentation templates and marketing collateral. For campaign initiatives, I design and execute automated marketing nurtures, such as webinars and drips for each funnel stage, using Hubspot. In addition, I've created campaign collateral for our proprietary benchmarking surveys, Envoy Immigration Trends Report 2017 and Envoy Global Talent Perspectives 2016. In these reports, I incorporated imagery, typography and infographics to visualize the research data. Other responsibilities involved the management of contract designers while ensuring brand consistency and enforcing team processes.

WEB/GRAPHIC DESIGNER • E-COMMERCE

SOURCEBOOKS INC. / SEPTEMBER 2014 - OCTOBER 2015

Developed creative collateral for the Sourcebooks E-commerce sub-brands, PutMeInTheStory.com and SimpleTruths.com. Designed and coded email marketing campaigns and landing pages to support weekly and monthly initiatives as well as the ongoing book launches. Created digital, print, exhibit and social media designs around licensee books including Disney, Sesame Street, Nickelodeon and Marvel. Worked collaboratively with the E-commerce and the IT teams to provide weekly website updates, improve user experience and increase customer acquisition.

GRAPHIC DESIGN/BRAND SPECIALIST • MARKETING

PANASONIC HEALTHCARE CORPORATION OF NORTH AMERICA / AUGUST 2012 - SEPTEMBER 2014

Responsible for reinventing and maintaining the visual identity of Panasonic Healthcare brand in alignment with corporate business strategies. Developed a strong, consistent global brand guide to be adopted across all collateral, print, web, and exhibit design. Collaborated with product and corporate leadership to execute marketing collateral for new product launches including cellIQ™ Incubator and the LabAlert™ Monitoring System, resulting in 108% increase in leads in FY 2013. Oversaw and provided creative support during the day-to-day design projects to ensure brand consistency, innovation, efficiency, professionalism and technical accuracy.

GRAPHIC DESIGNER • DIGITAL AGENCY

CRESCENDO COLLECTIVE / MAY 2012 - AUGUST 2012

Developed creative concepts and provided production support to the senior creative team. Assisted in creating assets for ongoing client based projects such as Johnsonville and Bona Floors including digital app and web design.

- Updated creative content via CMS
- Concept ideation and production work
- Logo Design

GRAPHIC DESIGN INTERN • MARKETING

JOCKEY INTERNATIONAL INC. / MAY 2011 - JANUARY 2012

Created detailed technical packaging die-line templates and packaging manual to improve company's international packaging standards. Designed Jockey's condensed historical book.

- Designed concept packaging for Jockey's International Kids and Men's Collection
- Produced web banners and marketing kits
- Image editing

EDUCATION

Milwaukee Institute of Art & Design-MIAD
Bachelor of Fine Arts
Communication Design, 2012

SKILLS

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, iBooks Author, HTML & CSS, CMS, Wordpress, Joomla, CS Cart, Magento, Unbounce, Eloqua, Silverpop, Hubspot and Microsoft Office