# resume

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## PROFESSIONAL EXPERIENCE

**Freelance/Associate Creative Director :** Thompson Creative 2013
Responsible for messaging, design and implementation of B2C direct mail, email as well as support materials including collateral, interactive, packaging and identity.

**Freelance** : Flow Marketing (in-house)
Responsible for messaging, design and implementation of B2C direct mail, email, and collateral as well as support materials for sponsored events for such brands as Flow Audi, Flow BMW, Flow MINI and Flow Subaru.

**Senior Art Director :** Northstate Communications 2010 > 2011
Responsible for messaging, design and implementation of B2B and B2C direct mail, email, and collateral.

**Freelance** : 2008 > 2010
Graphic design in traditional print media including brochures, posters, packaging, identity programs as well as web based media.

**ShapiroWalker Design** : 2006 > 2008
Graphic design in traditional print media including brochures, posters, packaging, identity programs as well as web based media.

**Director of Design** : Woodruff Sweitzer 2005 > 2006
Direction of design and interactive projects within agency. Creative development, performance and salary reviews of designers within design group. Provide design solutions for both print and interactive media.

**Associate Creative Director** : Webster Design Group 2003 > 2004
Multiple duties including design solutions to projects; presentations and comps; website design; on-site training and instruction; assistance in group projects during down-time as needed.

**Director of Media Design** : M Creative 2001 > 2003
Overseeing strategic and creative development of both static and dynamic websites; site architecture; usability tests for websites' functionality;implementation of creative development across traditional print media including brochures, posters, packaging, identity programs.

**Director of Media Design** : Virtuoso Interactive/Coyne Beahm Interactive 1999 > 2001
Overseeing strategic and creative development of static and dynamic websites; implementing creative development and design concepts across traditional print media.

**Creative Director** : Long Haymes Carr (Mullen) 1997 > 1999
Providing impetus for creative output in 4-6 person internal design and collateral group; assignment of group projects, new business presentations, client meetings, general project management. Also recruiting of design talent, assisting with internet initiatives, personnel reviews, salary increase compensations.

**Creative Director** : Heard and Associates 1996 > 1999
Hired to "Take the creative to the next level." Overseeing of free-lance and staff and gathering project details, conveying details and data to design team, providing creative and workable strategies, contributing design solutions and direction.

## EDUCATION:

East Carolina University
Bachelor of Fine Arts in Communication Arts : Graphic Design

United Digital Artists, New York
Website Usability, Flash Usability, Website Architecture

## CLIENT EXPERIENCE:

Duke University
Wake Forest University
University of Missouri : Columbia
A.T. Still University
Central Methodist University
Salem College
American Hebrew Academy
Columbia Independent School
IBM
Wachovia Bank
Boone County National Bank
Duke Energy
Levi Strauss
RJ Reynolds
Primo Water
Wonderbra
Siemens
Diamond Pet Foods
Salem Baking Co.

## AWARDS AND RECOGNITION:

Graphic Design USA
Create Award
International Best of Packaging
PRINT Regional Design Competition
HOW Computer Design Competition
NC American Institute of Graphics Arts (AIGA) Award
International AIGA Award
New York Festival Bronze Award
Mobius Award
PRINT's Best Corporate Identity
ECHO Award
Multiple ADDY Awards