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EDUCATION

Michigan State University

East Lansing, MI, 2012

B.F.A. Studio Art

Concentrations in
Graphic Design, Electronic
Art; Specialization in
Digital Humanities

Dean's List

SKILLS

User interface and
interaction design,
responsive web design,
print design, branding
and identity, art direction,
digital photography, video
editing, audio production,
blog writing

PROFICIENCY

Adobe Illustrator,
Photoshop, InDesign

Microsoft Office

Apple Final Cut Pro,
Garageband

HTML/CSS experience

MEMBERSHIP

AIGA Professional
Association for Design
Society for News Design

EXPERIENCE

Art Director August 2014–Current

Associate Art Director August 2013–August 2014

Freelance Art Director April 2013–August 2013

AbelsonTaylor, Chicago IL

Generate campaign concepts translating complicated medical stories into powerful visuals, designed across multiple transmedia platforms (including responsive web, interactive, broadcast, social, motion, in-store, and package design), branded and created visual identity for patient support programs, directed production artists, illustrators, and animators, contributed to agency's new business on pitches, worked simultaneously with copywriters and user experience designers to create engaging solutions for consumer groups, healthcare professionals, and marketing teams at national and global levels

Freelance Designer May 2011–July 2013

CAHG, Siren Interactive, Taste of East Lansing, LALALand Blog

Engineered corporate branding for implementation on signage and promotional materials, finalized executions of a single brand across multiple touchpoints, conceived and presented print ads internally and to clients, directed and shot photoshoots and produced animated lookbooks, oversaw gallery exhibitions and group installations

Graphic Designer August 2011–September 2012

Michigan State University College of Arts & Letters, East Lansing, MI

Constructed and tested user interfaces for desktop, mobile and tablet applications with developers and user experience designers, produced print materials varying from event posters to program brochures, strengthened overall identity of the college by implementing brand standards, managed multiple projects across different programs

Newsroom Designer May–December 2011

The State News, East Lansing, MI

Illustrated news articles and infographics, formatted page layouts, collaborated with photographers, orchestrated design decisions between journalists and design team, analyzed design and style through blog posts, demonstrated time management under quick deadlines

AWARDS

MM&M: Best app for HCPs

PM360 Pharma Choice Awards: Digital, Silver

Clio Healthcare: Digital, Bronze

The Rx Club: Award of Excellence

DTC Perspectives: Best Digital