

Accomplished professional with expertise in graphic design and branding. Experience extends to collaborating with cross-functional teams to identify design challenges and deliver innovative, creative solutions. Aptitude for forging strong relationships with key stakeholders to enable the seamless development and integration of brand and design objectives. Proven track record of translating concepts into captivating visuals, dedicated to developing compelling designs that resonate with audiences and drive impactful results.

## EXPERIENCE

**Director, Graphic Design** | March 2021 – Present

**Graphic Design Consultant** | January 2021 – March 2021

McCabe Message Partners | Washington, D.C.

- Lead in-house design team to conceptualize and develop marketing materials, social media assets, digital and print ads, reports, branding campaigns, email marketing, and web design for over 25 public health clients.
- Interface with clients to comprehensively understand objectives, target audiences, and messaging to strategically align creative with intended goals to produce results-driven designs.
- Partner with web design and interactive agencies to translate creative concepts for implementing in-house creative while managing project-specific budgets.
- Facilitate design meetings that unite the strengths of the in-house design team, account teams, and external agencies to ensure deliverables align with intended goals and expectations.

**President & Chair, Board of Directors** | Present

Kiwanis Club of Washington, D.C. | Washington, D.C.

- Preside over the Board of Directors and lead the alignment of our strategic direction, vision, and mission to cultivate positive change within our community.
- Build partnerships with service-focused organizations to leverage our strengths and amplify our collective impact on children and youth in need.
- Oversee a nearly \$400k budget, regularly reporting to the Foundation Board to provide updates on overall spending.

**Manager, Graphic Design & Branding** | January 2017 – November 2020

**Senior Graphic Design Specialist** | July 2015 – January 2017

**Graphic Design Specialist** | March 2012 – July 2015

Crowell & Moring LLP | Washington, D.C.

- Collaborated with internal teams, including marketing, public relations, business development, web, and events to interpret and deliver design needs, often under aggressive timelines.
- Ensured all creative, whether developed in-house or externally, aligned with the firm's brand guidelines and acted as the brand ambassador for all creative initiatives.
- Managed the creation of sell sheets, publications, brochures, newsletters, presentations, icons, direct mail, pitch and proposal materials, email marketing, and digital & print advertising.
- Conceptualized and designed digital assets for web, mobile apps, social media, and podcasts.
- Maintained a workflow system that defined benchmarks and allowed for the timely execution of creative concepts that strategically aligned with brand and business objectives.
- Built and maintained streamlined relationships with print vendors and freelance designers, negotiating competitive pricing.
- Presented design concepts to key stakeholders, including senior and c-suite level management, with clear and effective communication of design direction.

## KEY SKILLS

- Typography
- Brand and Identity
- Color Theory
- Layout Design
- Web Design
  - HTML & CSS
- Collaborative
- Detail Oriented
- Organized
- Collaborative

## Adobe Creative Cloud

- InDesign
- Illustrator
- Photoshop
- Acrobat Pro

## Microsoft

- PowerPoint
- Word
- Excel

## Sketch

## Constant Contact

## MailChimp

## Fliplet

## LexisNexis InterAction

## Wild Apricot

## EveryAction

## EDUCATION & MEMBERSHIPS

### West Virginia

### Wesleyan College

*BA, Graphic Design, 2001*

### The American Institute of Graphic Arts (AIGA)

*Member, DC Chapter*

**Senior Graphic Designer** | March 2007 – March 2012

Balducci's | Bethesda, MD

- Designed marketing material for eight retail locations, including menu boards, wayfinding & directional signage, end-cap merchandising, bulletin signage, window decals, vehicle wraps, and custom event signage.
- Designed visuals and managed consistency and integrity across all brand touchpoints, including in-store signage, marketing material, private labels, advertising, and digital media.
- Produced advertising that ran in *The New York Times*, *Time Out New York*, *The Washington Post*, *Washingtonian*, *Washington Jewish Weekly*, and *Bethesda Magazine*.
- Designed catering menus, product sales catalogs, weekly sales fliers, department sales signage, shopping bags, and consumer loyalty program assets.
- Art directed the creation and production of 100+ private labels.
- Developed email marketing and direct mail that targeted over 300K customers.
- Supervised photographers and food stylists to produce food and product photography.
- Managed relationships with vendors to print small- and large-scale signage and private labels while aligning with aggressive budgets and production schedules.

**Graphic Designer** | October 2004 – March 2007

The Scientific Consulting Group, Inc. | Gaithersburg, MD

- Conceptualized with the creative team to design branding for conferences and events.
- Adhered to strict deadlines to design and produce in-house event materials, including posters, brochures, publications, and presentations.
- Collaborated with the web team to design conference and event microsites for clients, including the National Institutes of Health, the National Cancer Institute, the National Institute of Diabetes and Digestive and Kidney Diseases, and the Environmental Protection Agency.