



DESIGN EXPERT, CREATIVE LEADER, PROBLEM SOLVER

I am a hybrid. A natural leader of people and projects, plus a hands-on "doer"; logical and factual, plus highly creative and intuitive; a short-term fixer and a long-term planner; a high-level, strategic thinker who is extremely detail oriented. As a seasoned graphic designer, I am able to quickly execute beautiful and professional designs that align with business objectives. My extensive brand and marketing experience guide me as I search for the smartest, most-strategic, and cost-effective way to execute creative plans.

OVERVIEW + CORE COMPETENCIES

- 20+ years as a highly successful professional graphic designer
- 10+ years managing teams
- Creative consulting experience with all levels of employees from production staff to C-Suite Executives
- Visual + Graphic Design expertise: Print, Digital, UX/UI, POP, Packaging, Visual Merchandising
- Branding + Identity
- Copywriting + Messaging
- Multi-Channel Campaigns
- New Product Launches
- Project Management
- Budget and Planning
- B2C, B2B, QSR, Retail, SAAS
- Vendor/Supplier Management

PROFESSIONAL EXPERIENCE

INTERNATIONAL DAIRY QUEEN

Sr Manager, Creative Design 2024-PRESENT
Sr Design Manager, 2020-2024

GENDER JUSTICE + UNRESTRICT MN

Freelance Graphic Designer, 2022-2023

SIGMA BEAUTY

Design + Copy Director, 2015-2019

ABILITY NETWORK

Creative Marketing Manager, 2012-2015

GLOBE EDUCATION NETWORK

Creative Director, 2008-2012

SELECTED ACHIEVEMENTS

- Art Directed photography and designed quarterly in-store POP for Blizzard® Treats - the most iconic and profitable category held by Dairy Queen®.
- Successfully lead multiple rebrands, brand expansions, and brand refreshes. Created, implemented, and managed detailed brand guidelines.
- Launched hundreds of new products, services, and programs through large, multi-channel marketing campaigns.
- Reduced packaging and print costs by 30-50% in multiple positions held.
- Implemented and lead the redesign of all Sigma Beauty and Prack product packaging to be more successful in a retail environment.
- Solely managed, designed, and developed a complete redesign of the ABILITY website; oversaw the design and development of multiple B2C websites.
- Managed and designed a direct mail program with a \$1M annual budget.

TECHNICAL

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat Pro)
Microsoft Office (PowerPoint, Word, Excel)
Wordpress, Wix, Shopify
Mailchimp, Marketo, Salesforce
Basic HTML

EDUCATION

Bachelor of Science Degree
University of WI - River Falls

Major: Speech Communications
Minor: Art