
PROFESSIONAL SUMMARY

Senior creative professional with 15+ years of experience in art direction, UI/UX design, web design, and brand development across agency, freelance, and in-house environments. Proven ability to lead end-to-end digital projects from strategy and concept through design, development, and launch, while collaborating with cross-functional teams, clients, and stakeholders. Extensive experience supporting B2C, B2B, nonprofit, and Fortune 500 brands with user-centered, results-driven creative solutions.

AREAS OF EXPERTISE

Core Skills: Art Direction • UI/UX Design • Web Design & Development • Brand Identity Systems • Integrated Marketing Campaigns • Digital Strategy • Creative Leadership • Cross-Functional Collaboration • Stakeholder Management • Client Relations • User-Centered Design • Responsive Design • Accessibility-Aware Design • Design Systems • CMS Development • Performance Marketing Assets • Social Media Advertising • Email Marketing • Exhibition & Environmental Design

Technical Skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, WordPress, Drupal, Shopify, Custom Theme Development, HTML, CSS, JavaScript, PHP, Google Analytics, Asana, Microsoft Office, Logo Design, Motion Graphics

PROFESSIONAL EXPERIENCE

UI/Web & Graphic Designer

Freelance | 2025 - Present

- Collaborated with corporate, nonprofit, and agency partners to produce innovative creative solutions including websites, logos/branding and digital marketing while maintaining brand consistency and strategic objectives.
- Worked with local nonprofits including the Cincinnati Observatory and Last Mile Food Rescue to produce exhibition design and branding for special events

Art Director • Web Designer

The Creative Department | 2010 - 2025

- Began as Web Designer, promoted to Art Director in 2018
- Led web and mobile UI/UX design projects from concept to launch, partnering with clients, stakeholders, and development teams to deliver high-performing digital experiences.
- Directed and executed brand identity systems and integrated marketing campaigns, producing deliverables including logos, websites, mobile apps, videos, digital ads, and print collateral.
- Reviewed, directed, and approved creative work produced by designers and external partners to ensure alignment with brand guidelines and project goals.
- Refreshed and evolved established regional brands, including Sibcy Cline and Traditions Group, improving visual consistency and audience engagement.
- Developed custom themes and templates for WordPress and Drupal, collaborating closely with developers to ensure technical feasibility and optimal user experience.
- Designed and developed responsive websites and marketing assets for clients including Procter & Gamble, Cincinnati Children's Hospital, i-wireless, Cintas, and Haag-Streit USA.
- Awarded a Gold ADDY for website design for a B2C brand, recognizing excellence in creative execution

VOLUNTEER EXPERIENCE

Communications Director

Northside Community Council | 2022 - Present

Responsible for editing, designing, and publishing the monthly Northsider newsletter, collaborating with neighborhood businesses and organizations to deliver timely, community-focused content. Manage and optimize the organization's digital presence, including website content and social media channels.

EDUCATION

University of Cincinnati

College of Design, Architecture, Art and Planning

Bachelor of Science in Design - Digital Design Track, Class of 2010