



**Overview**

I am an accomplished senior designer with twelve years of experience in corporate and financial literature, brand creation and development, collateral and marketing materials design, copywriting, identity guidelines, annual reports, typography, web design and campaigns for external and internal engagement. I excel at the management of multiple projects and thrive in team environments.

**Recent Experience**

For the past eight years I have served as art director and lead senior designer for Symetra, a publicly traded nationwide insurance company based in Bellevue, WA. I have led all creative endeavors for numerous internal client groups, designed and implemented all company marketing materials, supervised teams of contract designers and a junior designer, managed graphic standards and guidelines, assisted in the visual strategy of new websites, and acted as an overall brand steward. Most recently I have directed the creative effort on a complete corporate rebrand and visual design system.

I am accustomed to leading the creative on presentations, developing client relationships, and implementing projects from concept through completion.

**Strengths**

- High design IQ with good technical IQ
- Management of multiple projects
- Thrive in team environments
- Superior print production
- Exceptional typography
- Firm work ethic
- Minimal aesthetic
- Sharp communication
- Photography
- Sense of humor

**Skills**

Mac OS Platform

Excellent in:

CS6 Suite — InDesign, Photoshop, Illustrator, Acrobat

Competent in:

Wordpress, Dreamweaver, Microsoft Office, PowerPoint, Fireworks, Keynote, Adobe Muse, Squarespace

Understandings of:

CSS, HTML, wireframes, UI design, mobile design

**Education**

B.A. Visual Design  
University of Oregon

**Clients I have worked for**

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|-----------------------------|-------------------------|
| Symetra                     | The Watermill Center    |
| Talbot Financial Services   | Iridio, Inc.            |
| Symetra Investment Services | Youth In Focus          |
| Symetra Securities, Inc.    | Minga Creative          |
| West Coast Financial        | Efficient Marketing     |
| Gardenburger                | McMenamins, Inc.        |
| Oregon Zoo                  | Joe Bar                 |
| Yosemite National Park      | Seattle Seahawks        |
| Portland Art Museum         | Tashiro/Kaplan Center   |
| Nike                        | ProTeam Vaccuums        |
| Portland General Electric   | Maude Kearns Art Center |



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## Work History

**Symetra**  
**Bellevue, WA**  
**July 2004 – Present**  
**Art Director and Lead Senior Designer**

**Roles:**

As art director and lead senior designer for the Brand Development department, provide design solutions for Marketing, Sales and Community Relations clients to meet brand strategy goals. Work closely with account executives, copywriters, production/fulfillment managers in a team environment to form productive partnerships.

Direct, manage and take design lead on the creative effort for a complete corporate rebrand.

Maintain corporate brand consistency and manage graphic standards. Articulate and monitor the brand through strategic, results-driven visual communication and make design decisions that represent a dynamic company.

Create strong marketing collateral such as corporate and product brochures, fact sheets, postcards, trade show booths and environmental signage, trade ads, product folders, proposals, posters and conference materials. Lead successful implementation of several internal sub-brands.

Work closely with web team in providing art direction and design strategy of new website. Assist in creation of website schema, wireframes and infographics. Ensure seamless transition of brand to electronic and web communication.

Produce identity material for third-party clients. Conceive, build, strategize and implement new and updated graphic standards that represent the changing identity of a fast-moving company.

Deliver thoughtful and open-minded interaction when collaborating with clients to effectively understand intention and correctly formulate messaging.

Control high volume of projects within extremely tight timelines. Facilitate immediate requests.

Use expert knowledge of print production to offer appropriate design solutions and ensure quality from the press.

Supervise junior-level designer and four contractors (one at a time). Implement digital PDF workflow.

**Minga Creative, Inc.**  
**Portland, OR**  
**August 2003 – June 2004**  
**Junior Designer**

**Roles:**

Work closely with creative directors in the strategy, design, production and implementation of web and print materials in a small agency environment for clients such as Gardenburger, Oregon Zoo, Yosemite National Park, Portland General Electric and Nike.

Deliver print production, creative direction, graphic ideas and solutions, image research and technical support for a variety of client projects. Provide internal support with identity and collateral as well as administrative assistance.

Prepare design comps for presentation. Deliver final pre-press file preparation and press checking to ensure quality and accuracy.

**McMenamins, Inc.**  
**Portland, OR**  
**August 1999 – January 2002**  
**Graphic Designer**

**Roles:**

Create, strategize and design in-house print collateral for this famous and iconic Northwest company of pubs, breweries, music venues, historic hotels and theaters.

Produce a wide range of communications including ads, posters, flyers, brochures, apparel, merchandise, menus, table tents, books, billboards, monthly publications, tradeshow items and point-of-sale. Develop ad campaigns within a team environment.

Manage multiple projects at once, working closely with marketing directors and outside location managers to meet tight weekly deadlines. Maintain contact with advertising representatives and print vendors.

**Freelance**  
**January 1999 – Present**

Gardenburger, Oregon Zoo, Yosemite National Park, Portland Art Museum, Nike, Portland General Electric, The Watermill Center, Iridio, Inc., Youth In Focus, Minga Creative, Efficient Marketing, McMenamins, Inc., Joe Bar, Seattle Seahawks, Tashiro/Kaplan Center, ProTeam Vacuums, Maude Kearns Art Center