



Intro I'm a creative problem solver inspired by the world around me. With 15 years as an Art Director and Senior Graphic Designer, I've led multi-platform campaigns, created unique visual identities, and worked with great teams on innovative solutions. My expertise encompasses digital, print, and graphic design, blending creative strategy with execution. My coding background helps connect design and development. I'm passionate about music and enjoy merging creativity with cultural relevance. I am seeking a new place to grow and make a meaningful impact!

Experience **Senior Graphic Designer & Art Director, PetSmart Home Office; Phoenix, AZ – 2022–2024**
In-house creative lead at a major corporation, with a focus on brand consistency and multi-channel design

- Led the design and development of national brand campaigns across 2,000+ retail stores and digital platforms, ensuring cohesive brand identity and alignment with strategic goals.
- Collaborated with cross-functional teams, including copywriters, art directors, and marketers, to create compelling visual designs for a wide range of formats, including print, digital, and in-store signage.
- Maintained and evolved brand guidelines, scaling them across new categories and products to ensure brand consistency across all channels.
- Directed post-production efforts for lifestyle photoshoots, ensuring high-quality visual assets were used across email campaigns, social media, and paid media.

Lead Designer & Owner, Stoke Interactive; Phoenix, AZ – 2013–2022

Founder and creative lead of a boutique agency focused on branding, design, and development

- Built and led a successful creative agency, managing branding, design, and marketing efforts for a diverse client base, including local businesses and national brands.
- Developed comprehensive visual identities for clients, from logos to full-scale branding packages across digital and physical platforms.
- Managed a multidisciplinary team of 10, overseeing design projects from concept to completion, ensuring delivery within tight deadlines and budget constraints.

Creative Technologist, Pereira & O'Dell; San Francisco, CA – 2011-2013

Key creative link between design, technology, and strategy teams in a boutique agency setting

- Directed digital advertising strategy and execution, including web development and visual design for campaigns in the beauty and wellness sectors.
- Led cross-functional teams through concept-to-execution on advertising campaigns across digital, print, and OOH.
- Notable clients included Corona, LEGO, and Yahoo!, with a focus on creative leadership and innovation.

Interactive Developer, Goodby, Silverstein, & Partners; San Francisco, CA – 2008-2011

Digital development expert, bringing creative concepts to life through tech innovation

- Spearheaded the digital development of client websites, mobile-friendly platforms, and interactive campaigns for beauty and wellness clients, ensuring cohesive brand representation across all digital touchpoints.
- Extensive use of HTML5/CSS, Flash, and eCommerce platforms to optimize user experience.

Education **Academy Of Art, San Francisco – Bachelor of Fine Arts**

Skills Adobe Creative Suite (InDesign, Photoshop, Illustrator); Figma (UI/UX Design); Brand Identity Development; Print Design & Production; Typography, Composition, Color Theory; Creative Direction & Art Direction; Team Collaboration & Leadership; HTML/CSS (Technical Design Integration)