

Career Summary

Experienced designer, creative director, and educator who exemplifies a passion for brand strategy and design across a variety of media. Worked with Fortune 500 companies, nonprofits, and government agencies to create award-winning creative solutions. Special interest in working with clients to untangle complex design problems and mentoring junior creatives.

Professional Experience

Founder/Creative Director, Stone and Dove Hardwood Lighting

2019 - 2023 (Takoma Park, MD)

- Built a lighting brand from the ground up utilizing skills in branding, marketing, writing, and photography.
- Created a competitive analysis of all marketing options.
- Developed organic social media, email marketing, print advertising, and partnerships.
- Stone and Dove grew every year and currently has fixtures in several high end showrooms, lighting representatives in five territories and is sold on three curated art and design websites.

Creative Director, National League for Nursing

2013 - 2019 (Washington, DC)

- Responsible for maintaining and innovating the NLN visual identity both online and in print.
- Created new “sub-brands” each year for their yearly conference including logo design, identity systems, etc.
- Led a small team to support a busy roster of in-house projects.
- Led strategic planning for UX design, user testing, and site analysis.
- Created and directed a variety of online, print and environmental assets.
- Mentored junior creatives.

Lead Interactive Designer/Information Architect, NASDAQ OMX

2010 - 2012 (Rockville, MD)

- Led the corporate site redesign effort including strategy, architecture and design.
- Developed full site architecture for related sites and site redesigns, including siteflow creation, wireframing, and content organization.
- Extended brand refresh online and established online standards and best practices.
- Created 6-10 animated and static banner ads per week.
- Designed animation of large electronic displays such as a three-story LED display on Copenhagen’s busiest pedestrian mall and a 50 ft display at Madison Square Garden in New York City.

Adjunct Faculty

2007 - 2010

Boston University Center for Digital Imaging Arts (Washington, DC)

Corcoran College of Art and Design (Washington, DC)

- Taught courses on the intersection of Adobe Photoshop and graphic design involving a thorough examination of Photoshop’s potential as well as design projects to further train students to become capable and informed designers.
- Taught courses in portfolio development and web design.

Interactive Designer, Library of Congress

2008 - 2010

- Designed or redesigned portions of the Library's websites.
- Helped standardize the library's online identity, and assisted with branding work.
- Brainstormed UX and designed the mobile interface for Thomas, the library's then most visited site, and the library's sister site, myLOC.gov.
- Designed the master template for all LOC blogs and created unique banners for each.
- Created a style and template for iTunes U graphics and album covers.

Art Director, OmniStudio (currently Fathom Creative)

2006 - 2007 (Washington, DC)

- Designed websites, Flash interactives and newsletters for various advocacy organizations.
- Designed and developed an elaborate and very popular interactive Flash piece for the Chesapeake Bay Foundation to educate visitors about the challenges facing the bay.

Interactive Designer, National Gallery of Art

2003 - 2006 (Washington, DC)

- Designed virtual exhibits to compliment real-world exhibits. The process involved working with curators, exhibition officers, art historians, and editors to create compelling interactive web features up to the Gallery's standards. Some of these included *Dada*, the gallery's most robust online exhibition to date, and *Small French Paintings* which allowed users to zoom in close to images and examine brush strokes.
- Assisted with the evaluation and planning of the National Gallery of Art website redesign.

Designer/Art Director

1995 - 2003 (Washington, DC and San Francisco)

- Fulltime and freelance positions at a variety of companies and organizations.
- Established the identity for new broadband offerings as an art director at AOL.
- Developed in-house collateral as a designer at Macromedia.
- Organized content and developed the first websites for small to medium-size companies.

Education

- MFA, Design; California College of the Arts, San Francisco - 2002
- BA, Psychology, Minors: Fine Art, Photography; Washington University in St.Louis - 1996

Skills

- Software: Photoshop, Illustrator, Indesign, After Effects, Figma, Dreamweaver
- User testing
- UI and UX development
- Coding of standards-based XHTML and CSS
- Understanding of 508 compliance, W3C standards, and SEO
- Experienced photographer

Work Featured In

The New York Times - Cybertimes, Newsweek, USA Today, TV Guide Online, Hotwired, Digit Magazine

Awards and Recognition

- Nominated for a CSS Design Award
- CSSWinner Award
- Graphic Design USA Inhouse Award
- American Design Award
- Design Firms Award
- WebbieWorld People's Choice Award
- Raven Design Award
- Plastic Pilot Award