

Organic, free-range, hybrid-creative, and pioneer in digital design and illustration, enthusiastically committed to brand excellence and quality craftsmanship.

HYBRID SKILLS YOU DESIRE

- ✓ **Branding** – conceptualize ideas, produce identity systems, product packaging, and user experiences.
- ✓ **Marketing** – research trends, analyze campaigns, establish call-to-action and SEO content guidelines.
- ✓ **Visual Design** – create websites, user interfaces, motion graphics, infographics, brochures, ads, emails.
- ✓ **Production** – craft pixel-perfect CMYK+ art for print, code responsive HTML5/CSS3/SASS/SVG for Web.
- ✓ **Management** – define scope, schedule tasks, track progress, report results, utilize agile principles.
- ✓ **Communication** – collaborate with stakeholders, brainstorm ideas, present concepts, inspire creativity.
- ✓ **Support** – develop user guides, provide CMS and application training, troubleshoot technical issues.

FREE-RANGE EXPERIENCE YOU VALUE

McGuire Design – Serving the San Francisco Bay Area, Austin Texas, and beyond | 1990 - Present
Webmaster, Digital Designer, Illustrator, Consultant – Design, build, host, and manage custom websites for startups and small businesses, that feature SEO-focused content and navigation, data-driven web-apps, social media integration, email marketing, analytics, reporting, and admin support. Web clients include: Arbor Building Group, Dubbelju Motorcycle Rentals, LifeWave Biomedical, and HardTail Charters. Produce high-quality vector illustrations, infographics, motion graphics, and digital production consulting to industry-leading AD/PR agencies, tech/energy/development corporations, and print/digital media publishers. Illustration clients include: 8x8, Apple, Agfa, PPR Worldwide, PC World, and Sony.

After Midnight, Inc. – Acclaimed Branding and Marketing Agency | San Francisco CA | 2002 - 2017
Art Director, Senior Interactive Designer – 15+ years helping dozens of companies and startups – in tech, energy, science, finance, food, and retail – elevate their brands with finely crafted identities, websites, and product packaging; drive traffic and boost revenue through engaging print, and digital marketing; overcome implementation challenges with cost/time-saving solutions; develop unique brand experiences, and creative marketing ideas; manage multiple projects simultaneously; estimate development time and scope; produce finely crafted digital assets for a variety of media; and maintain positive client/colleague relationships. Clients served include: Adobe, Autodesk, HoneyBaked Ham, Rhonet, Sega, StemCells, Inc., and Quicken Loans.

Team America/Mucho – Online Human Resources and Business Center | Lafayette CA | 2001 - 2002
Senior Visual Designer for Print and Web – Collaborated with senior executives, product managers, and product engineers in a fast paced start-up environment, producing user interface designs, wireframes, functionality specs, navigation site maps, buttons, icons, and page layout mock-ups, sales and marketing collateral, print advertisements, pay-per-click ad banners, and editorial illustrations, for a web-portal with business-to-business news and services, and an online web-app for human resource departments.

Dell Computer Corporation – Computer Manufacturer | Austin TX | 1988 - 1989
Technical Illustrator, Junior Graphic Designer – Worked closely with documentation writers and hardware engineers to define optimum points-of-view for technical illustrations of computer component installations and upgrades. Sketched ideas, rendered final art in pen-and-ink and mixed-media, prepared pre-press mechanicals, attended press checks and signed off on print runs. Spearheaded the art department's migration from traditional pen-and-ink media, to Adobe Illustrator, provided software training.

ORGANIC STRENGTHS YOU REVERE

- ✓ **Creative ideation** – analytical thinker with a broad vision, a real problem solver with inventive solutions.
- ✓ **Engaging collaborator** – with executives, product and marketing managers, developers, and vendors.
- ✓ **Adaptive player** – quick to learn new apps, processes and frameworks.

EXCELLENCE YOU APPRECIATE

“Thank you again for all that you and your team did to get this promotion launched, the numbers far exceeded anything we had forecasted.”

– Matt Troy, HoneyBaked

Direct and email marketing boosted sales 130% and achieved the highest ROI on traditional print tactics.

TOOLS YOU REQUIRE

Advanced expert – Adobe's Creative Cloud apps: Illustrator, Photoshop, Experience Design, Acrobat Pro, After Effects, InDesign, Business Catalyst, Dreamweaver, HTML5, CSS3/SCSS, SVG, Apple OSX, iOS, Microsoft Windows

Proficient with – GitHub, Foundation, MailChimp, Sketch, Keynote, Google's Analytics, and Webmaster Tools, Word, Excel, Powerpoint, Outlook, Skype, Agile, JIRA, PHP, jQuery, Basecamp, Wordpress

EDUCATION YOU ADMIRE

8+ years equivalent experience to a Masters in Visual Communications through online course, professional mentorships, and on-the-job training.

Hybrid Design Services with Results that Exceeded Expectations



STEMCELLS, INC. – (2009 - 2016)

Biopharmaceutical R&D with annual sales exceeding \$1 million.

Designed, managed, and produced the company logo and style guide, a media asset library, information graphics, animations, trade show banners, product packaging, brochures, and flyers, email marketing, and e-commerce website.

Rebranding greatly improved perceived investor value. Email marketing and e-commerce website development efforts boosted product sales 300%.



HONEYBAKED HAM CO. – (2009 - 2015)

National food retailer with over \$400 million in annual sales.

Designed, managed and produced email campaigns, interactive website banners, seasonal in-store product promotion videos, menus, signage, editable PDF and HTML email marketing templates, retail food product packaging, and catalogs.

New product branding and optimized marketing efforts boosted retail and online sales 130% and achieved the highest ROI on traditional print marketing tactics.



RHOZET MEDIA TRANSCODING – (2005 - 2012)

Video transcoding startup, acquired by Harmonic for \$15 million.

Designed, managed, and produced company website, pay-per-click ad banners, product packaging and landing pages, HTML emails, user interface icons, sales brochures, marketing collateral, trade show booth displays, and user guides.

Re-branding significantly elevated the product's acquisition value. Website, email and click-through marketing efforts produced a 46% increase in annual revenue.



FRESH FOOD CONCEPTS – (2002 - 2014)

Popular restaurants and franchises located in Massachusetts.

Designed and produced logos, online branding libraries, print marketing materials, menu systems, storefront concepts, environmental signage, retail packaging, direct mail, email marketing, vehicle wraps, and websites featuring online ordering.

Rebranding and marketing efforts helped drive more traffic to restaurants and gain recognition as a Nation's Restaurant News Hot Concept for 2002.