

*Innovative, resourceful, highly skilled; driven by business objectives, communication imperatives, 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 artwork for print and Web, code responsive HTML5/CSS3/SCSS/SVG.
- ✓ **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 REVERE

**McGuire Design** – Serving the San Francisco Bay Area, Austin Texas, and beyond | 1990 - Present  
**Illustrator, Digital Designer, Webmaster, Consultant** – Design, build, host, and manage custom websites for startups and small businesses, that feature SEO-focused content architecture, 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 finely-crafted vector-based illustrations, infographics, product renderings, 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 - 2018  
**Art Director, Senior Interactive Designer** – 16+ years helping companies – large and small, 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, Rhozet, 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. Led the art department's migration from traditional pen-and-ink media, to the digital age and Adobe Illustrator, provided software training.

#### ORGANIC STRENGTHS YOU VALUE

- ✓ **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

Equivalency to Masters in Visual Communications through extensive professional experience, mentorships, on-the-job training, and online courses.

*Hybrid Design Skills with Results that Exceeded Expectations*



**STEMCELLS, INC. – (2009 - 2017)**

**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 - 2016)**

**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.*