

PROFILE

A skilled graphic designer and media project manager with a proven ability to bridge gaps between data, user experiences, and client goals through innovative creative solutions. With extensive experience in graphic design, brand management, and project management, expertise spans branding, advertising, packaging design, print design, and event planning.

Deeply committed to mentoring entry-level and junior designers, leveraging years of design problem-solving experience to help refine their skills. Excels in collaboration and problem-solving across multi-disciplinary teams, consistently delivering high-quality, engaging visual content rooted in user-centered design principles.

EDUCATION

BACHELOR OF APPLIED SCIENCE

Graphic Information Technology

Arizona State University

- ◆ Focus in Project Management
- ◆ Print Excellence Award | Dec 2012
- ◆ Printing Industry of Arizona/New Mexico "Best of Student Marketing Material"

ASSOCIATE OF APPLIED SCIENCE

Graphic Design

Glendale Community College

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER *Charter One 05/2022 - present*

Lead graphic designer, project manager, and mentor within a collaborative marketing team specializing in print, digital, and apparel design. Oversees the design process for over 50 concurrent projects across 42 clients, managing everything from project conception to coordination with digital and print vendors for final deliverables. Specific responsibilities and project types include:

- ◆ Oversees image and asset libraries, ensuring efficient organization and accessibility for team use.
- ◆ Manages project workflows from concept to completion, maintaining deadlines and delivering high-quality results.
- ◆ Designs and executes school branding overlays, including large-format designs, exterior signage, and window graphics, ensuring consistent and impactful visual identities.
- ◆ Develops comprehensive strategies and creates diverse assets such as flyers, digital content, promotional items, event materials, large-format displays, reports, presentations, and infographics.
- ◆ Enhances graphics for academic learning tools utilized by over 400 charter school leaders and teachers, elevating their visual impact and functionality.
- ◆ Leads creative direction for multi-channel marketing campaigns, collaborating with cross-functional teams to align visuals with brand goals and messaging.
- ◆ Mentors junior designers, providing guidance and feedback to refine their skills and uphold design standards.
- ◆ Conducts quality assurance for all creative assets, ensuring accuracy, brand consistency, and technical precision.
- ◆ Coordinates with external vendors, including printers and production teams, to oversee the execution of designs and guarantee optimal results.
- ◆ Conceptualized and designed the Charter One narrative, showcased through a 17.5' lobby timeline featuring a vibrant full-color design on e-panel with stand-offs and acrylic overlays.
- ◆ Partners with leadership to develop branding guidelines, implement visual standards, and support organizational growth through innovative design solutions.

GRAPHIC DESIGNER *Matrix Design Group 11/2019 - 05/2022*

Graphic designer and project manager within a collaborative team, overseeing 10+ projects simultaneously under tight deadlines and complex approval processes. Delivered exceptional, high-impact graphic design while creating branding for multi-million-dollar contracts nationwide. Additionally, managed the development of proposal documents for prospective clients across diverse industries. Specific responsibilities and project types include:

- ◆ Managed image and asset libraries, ensuring efficient organization and accessibility for team use.
- ◆ Executed comprehensive branding packages, public outreach materials, and report designs for a variety of projects.
- ◆ Designed proposal layouts and supporting documents, including covers, headers, dividers, infographics, charts, and other visual elements to enhance presentation quality.

- ◆ Created social media graphics, eBlasts, and website materials to support digital marketing initiatives.
- ◆ Developed and maintained websites using Joomla CMS, ensuring seamless functionality and user-friendly navigation.
- ◆ Produced map overlays and enhanced ArcGIS maps to improve visual clarity and geographic data presentation.

PROFESSIONAL EXPERIENCE CONTINUED >>>

SOFTWARE & TECHNICAL SKILLS

- ◆ Adobe CC (Illustrator, InDesign, Photoshop, and Premiere)
- ◆ Figma
- ◆ WordPress/Joomla/HTML
- ◆ Microsoft Office Suite
- ◆ Netsuite & Salesforce
- ◆ Wrike, Smartsheet, & Asana

- ◆ Branding & Identity
- ◆ Print Strategy + Design
- ◆ Digital Strategy + Design
- ◆ Print & Digital Advertising
- ◆ Web/UI/UX Design
- ◆ Color Theory
- ◆ Typography

- ◆ Layout & Production
- ◆ Packaging Design
- ◆ Illustration/Drawing
- ◆ Project Management
- ◆ Data Analysis
- ◆ Content Development

CONTACT

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PROFESSIONAL EXPERIENCE CONTINUED

BRAND MANAGER/GRAFIC DESIGNER *Skin Script Skin Care* 3/2016 - 11/2019

As a key leader in the marketing department, played an integral role in defining and elevating the SkinScript brand. Developed comprehensive brand guidelines that significantly improved product packaging, advertising, educational materials, social media assets, web design, and print collateral. These strategic contributions were instrumental in driving the company to surpass a million-dollar revenue milestone in 2019. Specific responsibilities and project types include:

- ◆ Identified untapped sales opportunities and implemented innovative advertising strategies, resulting in a remarkable 130% increase in B2B sales.
- ◆ Developed and streamlined company processes and workflows to enhance operational efficiency and support sustained business growth.
- ◆ Led the implementation of the NetSuite Enterprise system, ensuring seamless integration and improved operational capabilities.
- ◆ Managed website content through database creation and a robust content management system, ensuring accuracy and consistency across platforms.
- ◆ Oversaw image and asset management while directing project workflows to deliver high-quality results on time.

GRAPHIC DESIGNER II *Robson Communities, Inc.* 11/2013 - 3/2016

Elevated and managed the Robson brand across multiple platforms while orchestrating impactful marketing events to enhance visibility and engagement. Specific responsibilities and project types include:

- ◆ Designed and produced large-format advertisements aligned with current marketing initiatives to maximize brand impact.
- ◆ Directed the update and refinement of community brochures and flyers to ensure consistency and appeal.
- ◆ Created a wide range of digital design assets, including advanced photo manipulation, vector editing, and layout adjustments.
- ◆ Designed graphics for social media, websites, videos, and television, ensuring cohesive branding across all digital and broadcast platforms.

GRAPHIC DESIGNER *Artitalia Group* 6/2012 - 1/2013

As the leader of the marketing and branding team, spearheaded the development and evolution of the Artitalia brand and its three sub-brands, delivering impactful and innovative print and digital designs that strengthened brand identity and market presence.

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