

EXPERIENCE

Brand Identity Development • Logo/Corporate Identity • Marketing Print Materials • Web Design
Point of Sale Advertising Design • Newsletters • Posters • Package Design • Trade Show Graphics
Project Management • Art Direction

Freelance Graphic Design/Art Direction – Panama City Beach, FL [2004 – Present]

Clients include: Grand Panama Beach Resort, Greenlinks Naples, Prominence, FL, Sandpiper Beach Resort, Coastal Insurance, Dunes of Panama, Rivard Realty, FunDestin, Sterling Resorts, Gulf South Private Bank, Chateau Motel, LaQuinta PCB, Sugar Sands Resort, Flamingo Motel

Freelance Graphic Design – Grand Cayman, Cayman Islands [2009 – Present]

Jobs include: Web design / banners, marketing brochures, logo design, ad layout, rental books, posters, '07-'09 Visitor Guide ads

Coca-Cola North America — Atlanta, GA, Design Consultant [2001 – 2004]

Responsible for artistic direction for internal customer and consumer-based communication materials. Strategic direction on design projects from concept to completion, including client consultation, project management, creative development, execution and production. Provides artistic direction to senior graphic artists and presentation specialists by leading creative reviews to visually meet client objectives, and driving development of design skills. Provides input to performance objectives and development plans for design coordinator, senior graphic artists, graphic artists, and presentation artists. Appropriately uses external and internal vendors based on cost saving analysis from term negotiations.

Jones Design Group, Inc.— Atlanta, GA, Senior Graphic Designer [2000 – 2001]

Responsibilities include, concept, art direction, production, and project management with direct client contact for all projects. Managing print vendors, copywriters, and photographers. Produce, manage, and oversee design projects from initial concepting to final production. Obtain and manage estimates with vendors, art direction of photo shoots, and materials selection. Serve as a primary client contact throughout each project and negotiate any changes in scope or budget as needed. Coordinate the efforts of other designers within and without the agency to ensure that deadline and budget requirements are met.

ACCOMPLISHMENTS: [PolyVision Interactive Boards]

Developed Branding system for PolyVision's new line of interactive whiteboards, including corporate and marketing collateral, packaging, advertisements, tradeshow graphics, web design, branding guidelines, and dealer manuals.

Coca-Cola North America — Atlanta, GA, Sr. Graphic Designer (contractor) [1997 – 2000]

- ◆ Conceptualize and produce color designs for national and international publications
- ◆ Develop creative concept and designs for internal and external Coca-Cola marketing partners
- ◆ Design layouts and graphics for Coca-Cola clients including Wendy's International Inc., Blockbuster Video, Burger King, and Popeyes

Projects of note: Web site graphic development - Splash Screens and follow-up banner graphics for two Coca-Cola web pages designed for Coca-Cola bottlers, customer marketing groups, supermarkets and Coca-Cola account team members. Graphic development for The Wendy's Festival of Lights 3-D glasses promotion - Designed 3-D glasses and promotional support material for Wendy's restaurants and the San Diego Zoo

The Atlanta Committee for the Olympic Games — Atlanta, GA, Graphics Coordinator [1995 – 1996]

Created, designed and coordinated the development and production of transportation route manuals Created over 2000 transportation routing and site maps used to transport Olympic family members during the 1996 Centennial Olympic Games.

Thompson, Ventulett, Stainback & Associates, Inc. — Atlanta, GA, Marketing/Graphics Coordinator [1995 – 1996]

Designed marketing proposals including covers, dividers, charts and project sheets for architectural/interior design studios

MasterCard International Incorporated — St. Louis, MO, Graphic Designer [1994 – 1995]

Designed layouts and graphics for various MasterCard International manuals that met user requirements and departmental standards

SOFTWARE

Adobe CS4 - Photoshop, Illustrator, InDesign, Quark X-Press, Flash, Dreamweaver
Microsoft Office

EDUCATION

Bachelor of Arts, Communications/Visual Arts
Loyola University - New Orleans, LA