

EXPERIENCE

2021–Present **DWA Healthcare Communications Group/Avant Healthcare**
Carmel, Indiana (Remote)

Corporate Marketing Senior Graphic Designer

Design marketing materials that assist with lead generation and increase awareness of DWA's agencies (Avant Healthcare, AVAIL Meeting Planning & Speaker Bureau Services, and Forefront Collaborative) through targeted efforts. Work with a team to create materials that support the inbound strategy and paid initiatives. Deliverables include display ads, social content, email marketing, white papers, sell sheets, infographics, presentations, etc.

2011–Present **Freelance**

Westfield, Indiana

Graphic Designer & Art Director

Work with clients to develop, enhance, and market their respective brands. Concept and explore solutions using a wide array of tactics for both print and digital deliverables.

2013–2020 **Aisle Rocket**

St. Joseph, Michigan

Associate Creative Director

Led the Maytag brand creative team. Oversaw product photography, creation of P-O-P materials, product videos, in-store displays, and digital assets. Partnered with the cross-agency team on product launches to ensure that consumers were effectively engaged at all points in their journey from initial consideration to product ownership. Created and implemented processes to streamline design workflow within the agency. Mentored and managed all levels of designers to ensure professional growth.

Senior Art Director

Created in-store experiences that enabled shoppers to easily make the right decisions for their needs. Concepted ideas around P-O-P materials, product launches, and displays. Clients included Amana, Maytag, and Whirlpool among others.

2005–2013 **Finelight**

Bloomington, Indiana

Art Director

Concepted and executed comprehensive marketing campaigns, including broadcast and print advertising, direct mail, outdoor and point-of-sale materials. Developed corporate identity packages, including color palettes, logos and stationery. Served as lead designer on the Baxter BioPharma Solutions, Christian Hospital, Herff Jones, IU Varsity Club, Northwest Community Hospital, Provena St. Mary's Hospital, St. Francis Hospital, and Universal American accounts.

Graphic Designer

Supported senior staff members from concept to completion. Executed marketing campaigns, including print advertising, direct mail, outdoor and point-of-sale materials. Assembled project mock-ups and presentation materials. Served as designer on the Covenant Health System, IU Kelley School of Business, Monroe Bank, NCH Healthcare System, Sparrow Foundation, and St. Francis Hospital accounts.

I DO KNOW THESE THINGS

Nothing says 'I love you' like a slab serif.

The logo is rarely large enough.

Widows are unacceptable.

The best way to bring home a leftover sandwich is to separate bread from the contents.

Comic Sans is for comics.

Metallic ink on uncoated paper takes forever to dry.

Shoes matter.

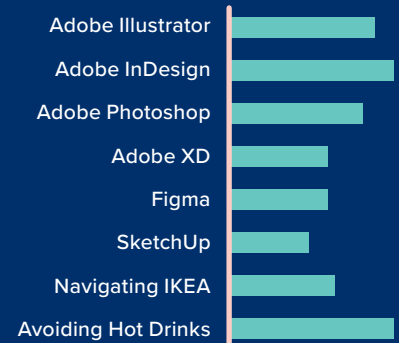
Bad clients happen to good people.

Your desk is often a direct reflection of your home.

Measure twice, cut once.

There is a difference between an em and en dash.

Charts are overdone on resumés (but yes, I've gone and done it).



EDUCATION

Purdue University

West Lafayette, Indiana

Bachelor of Arts in
Visual Communications Design
Minors in Art History and Psychology