

I am an award-winning, intuitive and creative graphic designer producing brand identities and graphics, print publications, and print and digital visual content including photography for entrepreneurs, small businesses and non-profits.

EMPLOYMENT HISTORY

Freelance Graphic Designer

2001–Present

Print publication and digital design, website design, and photography for non-profits, small businesses and entrepreneurs.

Marketing Associate

Workhouse Arts Center - Lorton, VA

Nov 2019–Sept 2020

Print publication and digital design, photography, social media posts, press releases, email creation, and marketing strategy and campaigns for large, multi-program Arts non-profit.

Marketing and Design Specialist

Center for the Arts - Manassas, VA

Aug 2016–Apr 2017

Print publication and digital design, photography, social media posting, press releases, email creation, and marketing strategy and campaigns for small, multi-program Arts non-profit.

Senior Graphic Designer

Christian Relief Services Charities

Alexandria, VA

May 2006–May 2015

Print publication and digital design, photography, email creation and multi-channel fundraising campaigns, and design department management for large, multi-program Human Services non-profit.

Senior Graphic Designer

Northern Virginia Community College - Annandale, VA

Aug 2003–Mar 2005

Print publication, digital asset management, design department technical support for large, Virginia State Community College.

DESIGN & ACCOMPLISHMENTS

- Annual reports, executive summaries, guides, newsletters, direct mail, directories, brochures, fact sheets, postcards, invitations, posters, infographics, banner ads, hero images, icons
- Logos, brand identities, mood boards, stationery packages, business cards
- Brand photography, product photography, photo shoots, photo editing and retouching, photo compositing
- Signage, banners, promotional products, tshirts, product labels
- Website design and management, email creation
- Pivoted in-person monthly Art Walk and gallery exhibitions to online, virtual events and galleries due to COVID-19 Pandemic.
- Marketing campaign strategy for Summer drive-in movies that included social media, emails and press releases that garnered high levels of engagement and local news coverage
- Press releases and social media for newly opened museum that received national coverage
- Multi-channel fundraising campaign that included introducing 20,000 new subscribers to the organization through a strategic ladder of engagement
- Design for youth group website including online forms and a large E-commerce store
- Dozens of logos and brand identities
- Complete branding packages including logo, website, social media, email and other graphics

SKILLS & EDUCATION

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Acrobat • Google Docs • Microsoft Office • Slack, Asana, 17Hats
Constant Contact, MailerLite, Convio • Later, Content Studio • WordPress

Intuitive Insightful • Mindful • Intentional • Resourceful • Responsible

BFA Graphic Design - Summa Cum Laude - Old Dominion University