

Creative professional with nearly 20 years of agency and freelance experience as a graphic designer and production artist specializing in print products. Familiarity with a variety of industries from healthcare to entertainment, able to work both independently and collaboratively. Well suited to fast-paced environments with tight deadlines. Experienced in prepress, attentive to details. Consistently exceeds expectations in employee reviews.

## EXPERIENCE

### Artist | Visual Kim Designs

November 2023 - present

Designed and launched line of handmade greeting cards and kits for in-person and online sales. Led crafting workshops of 2-12 people, both public classes and private events. Designed/produced written and video instructions for kits and workshops. Actively managing all end-to-end production processes for standard and limited run products, including product photography and shipping/logistics.

### Graphic Designer (Contract) | Strategies 360

May - Jun 2022; Nov 2022 - Jan 2023

Remote designer in extremely fast-paced environment creating and editing political direct mail and related items for candidates in the US and Canada (May-Jun) and created or applied template design to report documents for specialized distribution (Nov-Dec). Flagged details such as inconsistent phrasing or icon order across multiple pieces and image resolution concerns. Contributed to revision of agency design process workflow, resulting in the standardization of design markup, file naming conventions, and file management throughout the design process.

### Art Director | Evoke Create (formerly Create NYC)

Feb - Aug 2020

Performed quality control reviews and edits on an as-needed basis to prepare pieces under imminent deadlines for print. Expanded the agency talent pool and the Studio department in particular to Japan, where the time difference enabled pieces to be processed overnight for EST.

### Senior Production Artist | Evoke Mind+Matter (formerly Cambridge BioMarketing)

Oct 2015 - Dec 2019

Integral member of Studio department for pharmaceutical advertising agency; normal functions included making revisions and finalizing predominantly print files for production, handling in-house print projects, designing derivative pieces based on established branding, and creating hardcover books and immersive installations for in-house new business pitches made to high-value clients. Highly involved in executing pieces for a campaign that won gold at the 2019 MarCom Awards.

Beyond expected duties, made multiple internal training presentations/videos for more efficient software use, assisted with process workflow refinement within the department, created skills assessments to screen freelancers, and created instructional documents for members of other departments. Received more than a dozen peer recognition awards for exceeding expectations on various occasions. Exceptional annual performance reviews based on input from multiple departments. Contractor Oct 2015 to Sep 2016, salaried Sep 2016 to Dec 2019.

### Graphic Designer (Contract) | Corner4, LymeWell, Carterro, StormPins, Prospect Hill Advisors

Jun 2011 - Jan 2021; Jan 2023

Collaboration with founder/CEO to develop logos and branding, pitch decks, app mockups, email campaigns, websites, and other items on an as-needed basis for a number of startup enterprises in the financial, healthcare/lifestyle, hospitality, emergency services, and technology industries. StormPins was a smartphone product startup that received seed funding in 2014 and later branched out as a white-label app.

### Freelance Graphic Designer | Self employed

Jun 2011 - present

Direct collaboration with individuals and small businesses in the US and Japan in hospitality, entertainment, and literature to develop branding and products from concept to completion in print and electronic formats

## EDUCATION

2003 Graduated *summa cum laude*, BFA program, Radford University

## CERTIFICATES

2017 Completion of Adobe InDesign Advanced training course, Sterling Ledet & Associates, Inc.

2008 Web Design and Development certification, Georgetown University

## SKILLS

Attention to detail  
Collaboration  
Communication  
Creativity  
Dedication  
Organization  
Production art  
Prepress  
Problem solving  
Quality control  
Reliability  
Teamwork  
Working independently

## SOFTWARE

Adobe Acrobat  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Premiere Rush  
Microsoft Word  
Microsoft PowerPoint