

[CAREER SUMMARY]

10+ years experience in design, production and art direction, creating innovative and stimulating visual solutions to a multitude of design challenges across print and interactive media. Ability to clearly and concisely display content in a thought provoking and understandable manner, with keen attention to detail on every job, from creation to completion. Self-directed, collaborative, and proactive, with an emphasis on continued learning and creative development.

[CORE COMPETENCIES]

Design | Layout | Composition | Color
Art Direction | Production | Photography

Print Advertising | Web Banners | Catalogs
Collateral | Direct Mail | Packaging
POP | Storyboards | Logos | Post Cards

Adobe Creative Suite , Quark XPress

[PROFESSIONAL EXPERIENCE]

Graphic Designer (Freelance), *Two Little Fishies*, Miami Gardens, FL 2007-Present
Conceptualize, design and produce visual content for mock-ups, product packaging, and books.

Graphic Designer/Art Director, *The Ram Group*, West Palm Beach, FL 2009 - 2012
Produced highly creative visual work for print, web and outdoor. Responsible for art direction, design, color selection, researching design elements and making decisions related to creative execution. Projects included advertising, web banners, collateral, direct mail, promotional materials and billboards.

Graphic Designer, *MJS Advertising*, Boca Raton, FL 2008
Created and edited print and web-based marketing materials under the direction of the Creative Services Manager. Produced artwork and line art for comps, and assembled mockups for client approval. Projects included advertising, web banners, direct mail, postcards and spec campaigns.

Production Designer/Art Director (Part Time), *Barclay Color Group*, Hallandale, FL 2001 - 2011
Designed and produced wholesale & retail catalogs, post cards, posters, magazine advertisements and direct mailers for jewelry industry clientele.

Production Designer/Art Director, *Zimmerman Advertising*, Fort Lauderdale, FL 1998 - 2001
Developed and produced spec work and campaigns for clients in the automotive industry. Projects included advertising, post cards, POP displays, logos, direct mail and TV storyboards.

Traffic Manager, *The Ad Team*, Miami, FL 1996 - 1997
Set artist work schedules, hired contractors and freelancers, and managed vendor relationships.

Artist/Photographer, *G•Neil*, Fort Lauderdale, FL 1995 - 1996
Produced photography using 4x5 digital camera, and coordinated lighting, photo retouching and product setup to capture images for company catalogs for retail products, awards and forms.

[EDUCATION]

Associate of Arts, Art Institute of Fort Lauderdale, Miami, FL