

PROFESSIONAL SUMMARY

Creative, detail-driven designer with 10+ years of experience developing cross-channel marketing campaigns, brand systems, and accessible visual communications for mission-driven organizations and B2B clients. Skilled in Adobe Creative Suite, Figma, Canva, and design systems that elevate clarity, consistency, and user experience. Experienced in translating complex or technical concepts into clean, compelling visuals across reports, presentations, social media, and public outreach. Strong editor with deep expertise in QA, brand governance, and managing multi-stakeholder projects. Passionate about sustainability storytelling and designing communication materials that empower communities and support meaningful environmental impact.

Education

BFA, KANSAS CITY ART INSTITUTE

Marketing & Strategy:

Multi-Channel Campaigns • Messaging Frameworks • Brand Positioning • Content Strategy • Public Outreach • Communication Planning

Design & Visual Communication:

Adobe Creative Suite (InDesign, Illustrator, Photoshop) • Figma • Canva • Report Layouts • Accessible Design (ADA/508 awareness) • Presentation Design • Social Media Graphics • Collateral Development • Long-Form Document Design • Infographics • Visual Storytelling

Content Writing & Editing:

Copywriting • Editing • QA & Proofreading • Research Translation • Sustainability Communications • Narrative Development

Project & Client Management:

Cross-Functional Collaboration • Stakeholder Alignment • Timeline Management • Multi-Project Coordination • Requirements Gathering • Client-Facing Communication

Technical & Tools:

Microsoft Office (Word, PowerPoint, Excel, Outlook, Teams) • Webflow • WordPress • Basic HTML/CSS • Template Systems

Strengths:

Clarity • Accuracy • Mission-Driven Creativity • Brand Governance • Critical Thinking • Systems Thinking • Empathy in Communication

Highlighted Experience

CONTRACT CREATIVE DIRECTOR & DESIGNER

970 Creative | 2018–Present

- Lead creative strategy and multi-channel marketing design for mission-centered brands, including campaigns, social media, web assets, presentations, and large-format print.
- Create accessible, visually cohesive outreach materials, ensuring clarity, accurate representation of content, and strong brand alignment.
- Designed long-form reports and digital deliverables using Adobe InDesign with attention to structure, hierarchy, and ADA accessibility best practices.
- Produce pattern design and collateral for consumer-facing projects while maintaining system-level brand consistency.

IMPLEMENTATION MANAGER & PRODUCTION DESIGNER, PROFESSIONAL SERVICES

PageDNA & other clients | 2013 – Present (Contract)

- Led all digital brand initiatives including seasonal campaigns, eBooks, and multi-channel marketing strategies.
- Translated brand identity into systematized designs across web, email, and social.
- Developed fast-turn templates and creative toolkits that increased efficiency and visual consistency.

CREATIVE DIRECTOR

Environmental Leader Online Media & Publishing | 2014–2024 (Contract)

- Directed creative for sustainability-focused campaigns, awards programs, eBooks, and high-visibility presentation materials.
- Produced accessible marketing collateral, reports, and editorial graphics for environmental and energy topics.
- Developed interactive templates and user guides (e.g., branded email signature builder) to support internal efficiency and brand cohesion.
- Crafted clear, concise content and visuals to communicate research findings and complex technical information to broad audiences.
- Designed data visualizations and report graphics that distilled environmental research, trends, and energy insights into clear, accessible visuals for public and industry audiences.