

SKILLS

User interface and interaction design, responsive web design, personalized email and web strategy, print and packaging, branding and logo identity, photo and video art direction, blog writing

PROFICIENCY

Sketch

Adobe Illustrator, Photoshop, InDesign

Microsoft 365

Apple Final Cut Pro, Garageband

HTML/CSS experience

AWARDS

Medical Marketing and Media (MM&M) Awards

Best App for HCPs

PM360 Pharma Choice

Digital, Silver

Clio Healthcare

Digital, Bronze

The Rx Club

Award of Excellence

DTC Perspectives

Best Digital

Manny Awards

Nominated

EDUCATION

BFA

Michigan State University

2012

Concentrations in Graphic Design and Electronic Art, Specialization in Digital Humanities

Dean's List

RELEVANT EXPERIENCE

Group Art Supervisor: *Intouch*

November 2021–Current, Chicago IL

Art Supervisor, May 2021–November 2021

Senior Art Director, May 2019–May 2021

Managed intern, junior and mid-level art directors to personal and professional growth. Resourced, estimated hours, and delegated workloads to ensure utilization and reduce burnout of team across portfolios. Expressed advanced presentation skills and relationship building with cross-functional teams and clients. Owned strategic design of integrated patient education ecosystems for some of the most popular pharmaceuticals in the world: including personalized websites and dynamic CRM email streams, paid and organic social media, display ads, direct mail, video and animation, and launched multiple corresponding indications of new prescription treatments. Facilitated successful solutions with project management, strategic planning, consumer experience strategy and business systems analysis teams.

Senior Art Director: *AbelsonTaylor*

September 2016–May 2019, Chicago IL

Art Director, August 2014–September 2016

Associate Art Director, August 2013–August 2014

Freelance Art Director, April 2013–August 2013

Generated campaign concepts translating complicated medical stories into powerful visuals. Designed across multiple platforms including Apple iOS, responsive web, motion and broadcast, social, in-store and package design, and branding and identity. Art directed photo and video shoots on location. Collaborated with in-house and external production artists, illustrators, and animators. Partnered with copywriters to create engaging solutions for national and global consumer groups, healthcare professionals, and marketing teams.

Freelance Designer: *Back 2 School Illinois, CAHG, Siren Interactive, Kresge Art Museum*

May 2011–July 2013

Engineered corporate branding for implementation on signage and out of home materials. Finalized executions of a single brand across multiple touchpoints. Conducted photo shoots and built animated lookbooks. Articulated design theory through blog writing. Led gallery exhibition designs and group installations.

Graphic Designer: *Michigan State University College of Arts & Letters*

August 2011–September 2012, East Lansing, MI

Constructed and tested user interfaces for desktop, mobile and tablet applications with developers and UX designers. Produced print materials varying from event posters to program brochures. Strengthened overall identity of the college by implementing brand standards.