



(312) 369-9226

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www.thisisgraceland.com

EXPERIENCE

CREATIVE CONSULTANT

THIS IS GRACELAND CREATIVE

February 2001–Present

Design brand identities and collateral materials. Design mood boards, websites, landing pages, and banners. Cultivate relationships with printers and related vendors.

SENIOR GRAPHIC DESIGNER

DISCOVERY INSTITUTE OF MEDICAL EDUCATION (DIME)

DISCOVERY CHICAGO

(PUBLICIS HEALTHCARE COMMUNICATIONS GROUP)

January 2004–March 2008

Strategically executed concepts and design solutions based on Creative Briefs for clients focused in the healthcare industry, such as Abbott Laboratories, AstraZeneca, Bristol-Myers Squibb, GlaxoSmithKline, and Sanofi-Aventis. These included CD interfaces and packaging, invitations, syllabi, monographs, websites, logos, ads, and signage. Art directed and mentored junior and freelance designers. Functioned as a creative lead, and actively contributed to fostering the growth and development of the Creative Services Department. Consistently met project deadlines and printing budgets. Effectively communicated with clients, team, and vendors. Exhibited strong management and organizational skills. Designed company's branding and collaterals.

CONTRACT WEB DEVELOPER

S1 CORPORATION

June 2002–August 2002

Built static and dynamic websites for small- to medium-sized banking firms using standard industry tools combined with S1's proprietary software. Played a key role to establish departmental design and development conventions.

INTERFACE DESIGNER

CYBERPLEX

April 1999–January 2001

Created designs primarily for web and interactive clients, including Dell, Handspring, and Tivoli. Art directed associate designers and interns. Communicated concepts and designs to clients and team. Worked with web developers and project managers to prevent or resolve design issues. Managed site designs through to their completion. Designed banner ad campaigns and email newsletters. Built and maintained HTML pages. Promoted to interface designer within one year.

FREELANCE DESIGNER

ROCK, PAPER, SCISSORS DESIGN

March 1997–April 1999

Designed various marketing communication materials for clients. Designed web pages. Created artwork for online use. Prepared materials for press or output by service bureau. Solicited printing bids, and attended press checks. Served as liaison between client and appropriate vendors.

GRAPHIC DESIGNER

U.S. ONLINE COMMUNICATIONS, INC.

August 1998–December 1998

Responsible for the development and creation of promotional marketing materials. Produced ads for monthly cable magazine. Created graphics for corporate website. Designed and built web pages. Responsible for the design, development, and maintenance of company intranet. Served as liaison with printers and related vendors.

COMMUNICATIONS ASSOCIATE

UNITED WAY/CAPITAL AREA

October 1995–February 1997

Designed marketing materials from concept to final production, including attending press checks. Prepared materials for press or output by service bureau. Recruited and managed interns. Coordinated printing process with vendors. Used stylesheets extensively. Created electronic templates for office-wide use. Proofread jobs. Assisted in the planning and coordinating of special events. Drafted marketing plans, news releases, and fact sheets. Organized and tracked departmental purchase authorizations and budgets.

SKILLS

SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Microsoft Office

Adobe Dreamweaver

Adobe Fireworks

Quark XPress

OTHER

- Project management
- Proofreading/editing/copywriting
- Digital photography

ACTIVITIES

- Member, American Institute of Graphic Arts (AIGA)
- Featured in *Softies: Simple Instructions for 25 Plush Pals* published by Chronicle Books, August 2007
- Featured in *Plush-o-Rama: Curious Creatures for Immature Adults* published by Lark Books, Fall 2006
- Featured in *Pictoplasma 2* published by Die Gestalten Verlag, Fall 2003
- Featured in *RSVP: The Very Best of Invitation Design* published by Rotovision, May 2003
- Character Designer & Sole Proprietor, Spasmodica.com, 2003–2008
- Judge, SXSW Interactive Web Awards, 2001–2003

RECOGNITION

- Award of Excellence in Marketing/Promotion (Direct Mail), The Communicator Awards, 2008
- Certificate of Merit (Foil Stamping & Embossing/Debossing), Pinnacle Print Awards, 2008
- Best Cover Design (Brochure), The Communicator Awards, 2007
- Certificate of Merit (Trade Books, Journals & Other Books), Pinnacle Print Awards, 2007
- Highest Craftsmanship, Austin AIGA Avenue of Misfit Toys, 2003
- Second Place, The Arc of the Capital Area website, AIR-Austin (Accessibility Internet Rally), 1999
- Finalist, Best Business (Profit) website, SXSW Interactive Web Awards, 1998
- Finalist, Best None-of-the-Above website, SXSW Interactive Web Awards, 1998
- International Who's Who of Professional & Business Women, 1995

EDUCATION

Texas A&M University

B.A. in Journalism, Concentration in Public Relations

Presenting Data and Information:

A One-Day Course Taught By Edward Tufte