

## Expertise

Brand identity, print design, interactive design, environmental design, package design, campaign ideation, content strategy, production art, video editing, editorial copywriting

## Approach

Creative powerhouse offering a 'can-do' practice to building solutions for creative change. I thrive in a space of honest, curious minds who are driven by answering 'the why'.

## Software Fluency

Photoshop, Illustrator, InDesign, Lightroom, Keynote, Prezi, Premiere, XD, Powerpoint, Capture One Pro, Sketch

## Clients & Industries

Biogen	Higher Education
Microsoft Education	Music Entertainment
Monsanto	Architecture & Interior Design
American Express	Lifestyle Fashion
Anheuser-Busch	Skincare & Beauty
Food & Beverage	Women's Sports
Real Estate	Non-profit Social Activism
Healthcare	Fine Art

## Professional Roles

### Freelance Brand Consultant

Jul 2019 - Apr 2020 | Ted Moudis Associates, New York

Brand strategy, environmental design and presentation design for a leading architectural interior design firm based in New York

### Freelance Senior Creative

Mar 2016 - Present | Analog Studio LLC

**Services** Brand identity, print and interactive design, on-set direction, production art, copywriting, video direction, photography, project management, package design

### Creative Director

Aug 2014 - Mar 2016 | Caleres (Brown Shoe Company)

**Selected Achievements** Effectively directed cross-functional teams and leaders across marketing, design, copy writing and campaign efforts while leading brainstorming sessions with teammates and internal clients for new ideas and content building

Established industry relationships with producers, photographers and crew during photoshoots and production management phases

Presented a new architecture to company leadership, resulting in the building of an in-house digital design department

## Professional Roles

### Senior Art Director + Associate Creative Director

Sept 2012 - Aug 2014 | Caleres

Concepted campaign themes, built production and brand guidelines for global partners, directed campaign photoshoots in pre-production, production and post-production phases

### Art Director

Sept 2011 - Sept 2012 | Caleres

### TEFL English Teacher

Aug 2008 - Aug 2009 | Madrid, Spain

### Art Director

Sept 2011 - Sept 2012 | Waylon Ad

### Designer

Jan 2005 - Apr 2006 | Saint Louis University

## Education

### BFA, Visual Communications | Magna Cum Laude

Aug 1999 - May 2003 | Truman State University

Scuola Lorenzo de Medici, Florence, Italy, June 2001

TEFL Certification, Madrid, Spain, 2008-2009

## Languages

Spanish: Intermediate/advanced level written, read, spoken  
French: Beginner level read, spoken

## Accolades

**2005** CASE District IV Award: Saint Louis University

**2008** St. Louis ADDY Award: Bass Ale Campaign, GOLD

**2012** St. Louis ADDY Award: Naya Spring 12 Campaign, SILVER

**2012** Regional 9th District ADDY Award, Brown Shoe Company, Brochure, 4C Print, SILVER

**2013** St. Louis ADDY Award: Brown Shoe Company, Collateral, Publication Design, Book Design, GOLD

**2013** Regional 9th District ADDY Award: Naturalizer SizeWise Microsite, Products, SILVER

**2017** COCA featured activist/artist, Paint for Peace Exhibition

**2018**-Present Planned Parenthood + Justice Democrats Volunteer

**2019** SMPS Colorado Award: TOKY Architecture Book Design

## Volunteer Groups

Nechama Jewish Disaster Relief, Food Outreach St. Louis, Missouri Jobs with Justice, Ferguson Youth Initiative

## References

### **Rob Fieldhouse**

Founder + CD | Playground Creative  
Denver, CO  
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### **Adam Reichmann**

Creative Director | HLK Agency  
St. Louis, MO  
[hlkagency.com](http://hlkagency.com)  
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### **Anna Wolf**

Photographer | Anna Wolf Photography  
New York, NY  
[annawolf.com](http://annawolf.com)  
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### **Tracy Gosein**

Producer | Matador Productions  
New York, NY  
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### **Cristina Herrera**

Change Management Director | Cristina Herrera Consulting  
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