



■ SENIOR LEVEL CREATIVE

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ABOUT

Dynamic and results-driven senior creative leader with over two decades of experience in the field of graphic design, photography, and UI/UX. Adept at leading creative teams, developing innovative design solutions, and delivering impactful marketing collateral. Proven track record of collaborating with top brands and businesses to enhance their visual identity and drive market success. Continuously evolving skills through education and staying updated on industry trends.

EDUCATION

2003

BACHELOR OF FINE ARTS

OREGON STATE UNIVERSITY

Majored in Graphic Design with minor studies in Photography and UI/UX.

CONTINUING EDUCATION

BUSINESS IN MARKETING

UI/UX COURSES

SIGMA SIX LEAN CERTIFIED

EXPERIENCE

Current HALDANE DESIGN FREELANCE GRAPHIC DESIGNER

- Created diverse projects for industry-leading companies, resulting in increased brand visibility and market engagement.
- Led a team of freelancers to deliver creative solutions, exceeding client expectations and garnering positive feedback.
- Provided strategic brand guidance, ensuring consistency across all design elements and touchpoints.
- Implemented brand identity enhancements, resulting in a 20% increase in brand recognition and customer loyalty.
- Directed artistic direction for visual assets, ensuring alignment with brand vision and objectives.
- Utilized advanced photography techniques to showcase products and services in a visually appealing manner.

April 2018 – November 2020 LIFETECH RESOURCES

CREATIVE LEAD - COSMETICS COMPANY WITH MULTIPLE BRANDS

- Recruited and developed an in-house marketing and creative team, leading to a 20% increase in brand recognition and a 15% expansion in market reach.
- Provided mentorship and guidance, resulting in a 30% improvement in team productivity and creativity.
- Defined brand positioning strategies, aligning design efforts with company goals and market trends.
- Directed brand identity refresh initiatives, resulting in a 25% increase in consumer engagement and trust.
- Conducted high-quality photo shoots for marketing materials, ensuring brand consistency and visual appeal.
- Edited and retouched photographs to maintain brand standards and enhance visual impact.

June 2017 – April 2018 MOTORFIST / ARCTIC CAT

CONTRACT ART DIRECTOR/PHOTOGRAPHER - SNOWMOBILE APPAREL BRAND

- Directed lifestyle photoshoots that contributed to a 25% increase in product sales and brand loyalty.
- Provided art direction expertise, leading to a 15% enhancement in brand consistency and recognition.
- Crafted brand narratives through visual storytelling, resonating with target audiences and driving emotional connections.
- Implemented brand guidelines, ensuring cohesive brand representation across all visual assets.
- Utilized photography to create visually stunning advertisements, promotional materials, and digital content.
- Designed and executed creative concepts for advertising campaigns, print materials, and digital platforms, resulting in enhanced brand visibility and engagement.
- Edited and enhanced photographs to maintain brand aesthetics and meet client specifications.



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SKILLS

Management

Art Direction

Graphic Design

Photography

Video Production

User Experience

HTML/ CSS

Project Management

Marketing Strategy

Telecommunication

AWARDS / ACKNOWLEDGEMENTS

2013 GDUSA In-House Design Awards

Web Design

Poster/Display

Environmental Design

2013 /2014 RCC - Graphic Design Program

Guest speaker and portfolio review for graduating graphic design class.

■ EXPERIENCE - CONTINUED

March 2016 - June 2017

NORTHWEST COSMETIC LABS

CREATIVE LEAD - COSMETIC CONTRACT MANUFACTURING

- Led the formation of an in-house marketing and creative team, resulting in a 30% increase in customer engagement and brand loyalty.
- Conceptualized and executed impactful design solutions, leading to a 25% boost in sales and market share.
- Developed brand messaging strategies, communicating core brand values and differentiation effectively.
- Orchestrated brand awareness campaigns, resulting in a 20% increase in brand recall and consumer interest.
- Provided artistic direction for multimedia campaigns, ensuring visual consistency and brand integrity.
- Managed creative projects from conception to execution, ensuring artistic excellence and brand alignment.
- Conducted professional photo shoots for product launches and marketing campaigns, ensuring high-quality visual content.
- Edited and optimized photographs for use across various marketing channels, including print and digital media.

August 2005 - September 2015

MOTORCYCLE SUPERSTORE / MOTORCYCLE USA

SENIOR DESIGNER - ECOMMERCE FOCUSING ON MOTORCYCLE PARTS, GEAR, AND APPAREL

- Played a key role in scaling sales from \$2 million to \$650 million annually over ten years.
- Established and managed a successful video production department, generating additional revenue through product placements and external collaborations.
- Designed and constructed a functional video set, facilitating the creation of engaging promotional content.
- Initiated a weekly product highlight video series featuring guest speakers from leading motorcycle brands, driving sales and brand engagement.
- Provided expertise as a UI/UX designer, facilitating seamless collaboration between development and design teams.
- Mentored and supervised a team of three graphic designers, overseeing the creation of promotional materials, marketing emails, catalogs, website graphics, branded apparel, and trade show environments.

July 2004 – August 2005

PASSEY ADVERTISING INC.

GRAPHIC DESIGNER - AGENCY

- Provided strategic direction for design projects, resulting in a 25% increase in client satisfaction and repeat business.
- Collaborated with cross-functional teams to develop integrated marketing campaigns, leading to a increase in campaign effectiveness and ROI.
- Crafted brand visual identities, reflecting client brand values and resonating with target audiences.
- Ensured brand integrity in all design executions, safeguarding brand reputation and equity.
- Directed photo shoots and visual content creation, ensuring artistic coherence and brand alignment.
- Oversaw art direction for multimedia campaigns, maintaining consistency and creativity in visual storytelling.