

My experience spans visual design, strategic thinking, and user experience. I've worked closely with graphic designers, content producers, and developers to create successful print, digital, and interactive campaigns. I believe good design more than what something looks like or how functional it is; it's about understanding the users' needs and delivering something delightful.

Experience

Assistant Director, Communications / Senior Graphic Designer *National Council of Architectural Registration Boards* (September 2008 - Present)

- ✓ Develop and execute creative concepts that align with the strategic communication plan, meet brand standards, and reinforce the Council's mission
- ✓ Guide and coach the efforts of the Communications team to ensure the implementation of the Chief Executive Officer's and the Communications Director's shared vision
- ✓ Lead team of eight content creators and graphic designers using an Agile methodology

Manager, Communications / Graphic Designer *National Council of Architectural Registration Boards* (June 2004 - September 2008)

- ✓ Designed graphics for a variety of publications and collateral materials in varying media, including magazines, brochures, posters, PowerPoint presentations, videos, environmental graphics, and HTML e-mail blasts
- ✓ Oversaw the production of all communications projects, including vendor selection, post-production, press checks, and final distribution
- ✓ Supervised graphic designer, graphic assistant, and writer/editor

Communications Coordinator *National Council of Architectural Registration Boards* (September 2002 - June 2004)

- ✓ Designed and desktop-published a variety of collateral materials, including brochures, newsletters, booklets, and PowerPoint presentations
- ✓ Coordinated with vendors for communications projects, from print ordering to mail fulfillment

Freelance Designer *Appleseed Foundation (2006 - 2012)*

- ✓ Created distinct brand identities for national fundraising events
- ✓ Designed print and HTML invitations, event programs, logo boards, and signage

Degrees & Certifications

General Assembly | Washington, DC
User Experience Design, April 2014

Disney Institute | Orlando, FL
Selection, Training & Engagement, November 2012
Leadership Excellence, December 2010

Excella Consulting | Arlington, VA
Certified ScrumMaster (CSM) Training, August 2012

University of Virginia | Charlottesville, VA
Bachelor of Arts in English Literature
May 2001, 3.5 GPA

Technical Skills

- ✓ Adobe Creative Suite (Photoshop, Indesign, Illustrator, Dreamweaver, Acrobat)
- ✓ Wireframing and prototyping software (OmniGraffle, Flinto)
- ✓ Microsoft Office (Word, Powerpoint, Excel)
- ✓ Content management systems (Wordpress, Sitecore)
- ✓ HTML and CSS knowledge

Capabilities

- ✓ UX design
- ✓ Information Architecture
- ✓ User research
- ✓ Visual design
- ✓ Front-end web design
- ✓ Content management and strategy
- ✓ E-mail marketing

2014

- ★ Launched "Getting It Done," a responsive landing page of resources

2013

- ★ Implemented Agile methodology with creative team
- ★ Team received three Hermes Creative Awards
- ★ Re-envisioned public website in accordance with strategic plan

2012

- ★ Team won six Hermes Creative Awards and three Marcom Awards
- ★ Redesigned the *IDP* and *Certification Guidelines* as smart PDFs

2011

- ★ Redesigned the organization's brand

2009

- ★ Implemented Basecamp to manage projects and promote collaboration

2008

- ▲ Promoted to **Assistant Director, Communications**
- ★ Redesigned public website, migrated to CMS
- ★ Implemented e-mail marketing service

2005

- ★ Redesigned *Direct Connection* from newsletter to magazine

2004

- ▲ Promoted to **Manager, Communications / Graphic Designer**