

EXPERIENCE

Happy Hour Media Group | **Creative Director** | Remote | 2019 – Present

- Refined operational strategy and enhanced team performance through hands-on mentoring and personalized development in collaboration with the CEO and leadership team.
- Improved team efficiency and retention by establishing creative department standards, workflows, and defined career paths for team members.
- Secured new accounts and expanded agency revenue as a result of designing winning pitch strategies, price models, and client presentations that showed the team's capabilities.
- Fostered collaboration, innovation, and measurable performance improvement by leading, mentoring, and training a team of junior-level creative team members.
- Increased client engagement and boosted campaign conversion rates by expanding the Happy Hour brand with new creative service offerings not previously offered by the company.

Emerald Studio | **Senior Design Manager** | Remote | 2017 – 2019

- Drove measurable improvements in brand visibility and engagement by delivering innovative design projects for major clients including Intel, Microsoft, Box, SAP Concur, Schneider Electric, Equifax, CUNA Credit Union, and Rackspace.
- Ensured projects were completed on time, within budget, and aligned with brand and business objectives by collaborating with internal teams and client stakeholders.
- Streamlined workflows and maintained quality standards across deliverables by recruiting, briefing, directing, and mentoring internal and contract talent in design, programming, and video production.
- Produced results-driven creative assets that strengthened and elevated client brand campaign perception by writing detailed creative briefs and providing clear and precise art direction.

HackerAgency | **Lead Art Director** | Seattle, WA | 2016 – 2017

- Significantly improved performance of direct-mail and creative marketing that transformed campaign direction for AT&T by pitching and developing a data-backed, innovative creative strategy.
- Strengthened brand impact, particularly in the smartphone segment of the market, by leveraging testing insights to design and deliver creative assets that increased client's national market share.
- Clearly articulated strategic rationale, design intent, and messaging effectiveness by partnering cross-departmentally to build and refine client presentations.
- Contributed to higher-quality output and stronger team performance by mentoring team members in design, technology, presentation skills, and marketing strategy.
- Consistently outperformed productivity goals, maintaining a 127% billable utilization rate — the top performance within the creative department of over 20 designers.

The Mx Group | **Associate Art Director** | Burr Ridge, IL | 2012 – 2016

- Elevated and evolved client brands by developing innovative campaign concepts and deliverables that enhanced visibility and market performance.
- Achieved a 39% response rate and 62% conversion rate, exceeding industry benchmarks and client goals by co-creating an award-winning direct-mail campaign.
- Mentored and coached more than 20 team members in career development, communication, and performance, resulting in measurable improvements in team efficiency and morale.
- Nominated for Core Value Awards: *"Service to Team Over Reliance on Team"* and *"Openness to Feedback Over Personal Pride"* by being a team member who was always consistently taking on more challenges.

Follett Content Solutions | Graphic Design Specialist | McHenry, IL | 2010 – 2012

- Delivered cohesive, high-quality creative assets aligned with business objectives by leading and guiding a team of graphic designers and copywriters.
- Achieved annual savings exceeding \$100,000 by strengthening cross-departmental collaboration, optimizing internal creative resources, and reducing reliance on external vendors.
- Streamlined email campaign workflow, cutting production overhead by 94% and saving 15+ hours per campaign, significantly increasing team efficiency to allow the team to take on more work which had been contracted out to freelancers.
- Directed and designed the creative execution for Follett's international expansion into Singapore, producing print materials and environmental graphics for a high-visibility flagship storefront.

Freelance | Graphic Designer | Chicago, IL | 2003 – 2010

- Built design and business skills by operating as a Freelance Graphic Designer – one of the greatest learning experiences of my career up to that point.

duoDesign | Web Designer | Evanston, IL | 2001 – 2003

- Attracted angel investors for start-up clients by designing cutting-edge websites using new and emerging technologies.

TowersPerrin | Web & Graphic Designer | Chicago, IL | 1999 – 2001

- Digitized benefit manuals for use on intranets for internal and external clients by utilizing web best practices leading up to Y2K and beyond.

W3DM | Web & Graphic Designer | Stevens Point, WI | 1997 – 1999

- Created numerous businesses' first website presences, including early e-commerce sites, as one of the two founding members of this sub-brand of a catalog printing company.

CONTINUED LEARNING & EDUCATION

DeepLearning.AI | AI for Everyone | Online Course | August 2025

Flux Academy | Brand Mastery | Online Course | July 2024

BringYourOwnLaptop.com | Webflow Essentials | Online Course | May 2022

Springboard | UX Design Certification | Online Course | April 2017

School of Visual Concepts | User Experience Design | Seattle, WA | January 2016

University of Wisconsin-Platteville | Bachelor of Arts, Graphic Design | Platteville, WI | May 1997

SKILLS

Design Software

- Adobe Creative Cloud
- Figma
- Canva
- Generative AI Tools

Web Skills/Software

- WordPress
- Webflow
- UX/UI Design
- HTML/CSS

Office Software

- MS Office
- Google Workspace
- ChatGPT/AI Prompt Engineering

FUN FACTS ABOUT ME

Tiny House Owner – After more than a decade of planning and embracing a minimalist lifestyle, I achieved a long-time dream in April 2024, purchasing my own tiny house. It's brought a new sense of freedom, simplicity, and joy to everyday living.

Lifelong Learner – My Audible library holds more than 150 titles which is an even mix of fiction and personal development, and I've completed over 40 books in 2025 alone. Learning is one of my greatest passions, and I often combine audiobooks with long walks to make the most of both mind and movement.

Road Trip Aficionado – I've explored 48 of the 50 U.S. states and plan to check off the final two, Alaska and Maine, soon. Road trips are my favorite way to see the country, especially from behind the wheel of my MINI Cooper. I've driven the full length of historic Route 66, followed Highway 1 and 101 from Big Sur to Port Townsend, and made the journey from Seattle to Chicago several times since moving to the Pacific Northwest in 2015.