



PROFESSIONAL SUMMARY

Creative designer and marketing communicator with 15+ years of experience producing high-quality visual assets across B2B, enterprise, and institutional environments. Expert in brand systems, marketing collateral, digital content, and translating complex technical information into clear, compelling visual communication. Proven ability to manage multiple projects simultaneously, collaborate cross-functionally with internal teams and external partners, and deliver polished, on-brand work on deadline. Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects), Figma, and Microsoft Office.

CORE COMPETENCIES

Brand & Design Governance

Visual Design Systems | Brand Standards & Guidelines | Brand Identity Development
Campaign Design | Template Development | Marketing and Sales Teams Support | Accessibility Standards

Creative Production & Design

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) | Microsoft PowerPoint | Figma/FigJam
UI/UX Design | Adobe Firefly, MidJourney, and Chat GPT | Generative AI Image Enhancement & Rendering
Photography & Photo Editing | Video Content Creation

Collaboration & Delivery

Cross-Functional Collaboration | Vendor & Agency Coordination | Multi-Project Management | Technical Communication
Stakeholder Presentations | Client and Team Relationships

EXPERIENCE

LuxWall

Marketing Graphic Designer | January 2026 - Present

- Develop and evolve cohesive visual brand identity across digital, print, and event platforms, ensuring consistent aesthetic across all internal and external touchpoints
- Create and document visual brand standards and guidelines, empowering cross-functional teams and partners to use assets correctly and consistently
- Design high-impact sales collateral including pitch decks, one-pagers, case studies, and sales kits that translate complex technical solutions into compelling narratives for clients and partners
- Produce digital content including graphics, infographics, social media visuals, email templates, and website assets that drive audience engagement
- Support product storytelling through renderings, mockups, and visual diagrams showcasing LuxWall's Enthermal™ Transparent Insulation technology
- Develop event signage, trade show materials, and co-branded partner assets that strengthen market presence globally



EXPERIENCE

University of Michigan - Environment, Health & Safety

Graphic Designer, Photographer & Instructional Designer | February 2025 - January 2026

- Design and produce branded marketing materials, scalable templates, and digital content ensuring consistent brand identity across all touchpoints
- Develop and document design standards and brand guidelines, ensuring consistency across internal and external marketing channels
- Collaborate with subject matter experts to translate complex technical topics into clear, accessible visual communication for diverse audiences
- Create WCAG-compliant design solutions optimized for user experience, accuracy, and accessibility standards
- Direct photography and video content production for integrated campaigns across digital and print platforms

Oracle - Retail Consulting

Principal Art Director | October 2014 - January 2024

- Led visual design strategy and brand execution for Xstore, Oracle's global enterprise retail platform, serving 100,000+ store associates across 300+ brands worldwide
- Developed high-impact sales presentations, pitch decks, data visualizations, and multi-channel campaign assets for Fortune 500 clients, translating technical product features into compelling marketing narratives
- Designed comprehensive digital marketing platform for the Pennsylvania Liquor Control Board, producing branded materials and intuitive communications for 20,000+ licensees
- Coordinated with cross-functional teams including engineering, product management, and content strategy to ensure creative feasibility, accuracy, and on-time delivery
- Managed multiple projects in a fast-paced environment, maintaining creative quality while meeting tight production deadlines

EDUCATION

Associate of Applied Science

Photographic Technology & Fine Art Photography
Lansing Community College



REFERENCES

Nick Wislocki | nicholas.wislocki@oracle.com

Vice President, Omnichannel Development & Strategy, Oracle

Mark Knisely | mark.knisely@oracle.com

Senior Director Commerce Consulting AMER, Oracle

Kelli J Ford | kjford@umich.edu

Training & Development Specialist - U of M Environment, Health & Safety

Michael McGowan | mcgo@umich.edu

Lecturer II in Art and Design - U of M Penny W Stamps School of Art and Design