

EXPERIENCE

Ardmore Roderick
Graphic Designer
2023–Present

I am translating complex ideas and weaving them into visually compelling creative that breaths life into our marketing and proposal endeavors, ultimately leading to continued partnerships with new and existing clients in the AEC space. Ensuring every piece of content we create, whether in print or digital, adheres seamlessly with our brand messaging and mission.

Apple Leisure Group
Digital Designer
2022–2023

Fueling my passion for creative problem-solving, I allowed my skills to become more versatile when designing vibrant brand identities, advertisements, landing pages, email campaigns, and memorable collateral for events. All of this, with one singular mission: to elevate our organization's standing as the ultimate destination for vacation travel at the World of Hyatt's Inclusive Collection.

Brightfield Group
Graphic Designer
2020–2022

Collaborating across the board at Brightfield Group, I orchestrated the development of creative deliverables that were both captivating and informative. These compelling creations accelerated our marketing and sales strategies—ultimately building connections with industry leaders who were interested in our approach of deciphering consumer and market data in the CBD, Cannabis, and Wellness space.

Imagination
Sr. Graphic Designer
2019–2020

I focused on transforming intricate layers of data into captivating visual narratives, seamlessly bridging the gap between the tangible print and the ever-evolving digital realm. Not only meeting but exceeding our client's expectations by weaving the threads of their branding, marketing, and business objectives into a pixel-perfect print.

Leidos, Inc.
Sr. Graphic & Web Designer
2014–2019

As one of the driving forces behind Ameren Illinois' energy efficiency program's creative endeavors, I harnessed my skillset in both print and digital design to craft and execute award-winning marketing initiatives. With my leadership, not only did I assist in elevating our brand's recognition to new heights, but also lead communication strategies directed toward our business and residential customers in our service territory.

EDUCATION

Bradley University
Bachelor of Science
Graphic Design
2010–2013

Spoon River College
Associate of Arts & Science
General Studies
2008–2010

CERTIFICATIONS

Leading Innovation & Professional Foundations Certificate
AIGA
In Progress

Animating in Procreate
Udemy
2023

HTML Email Mastery
Udemy
2022

Data Visualization for Data Analysts, Storytelling & Design
Linkedin
2020

RECOGNITION

Excel Awards
Gold & Silver Award
2021

American Advertising Federation
2 Gold & 2 Silver ADDY Awards
2018–2020

E-Source
Utility Ad Crowd Pleaser Award
2016

SKILLS

Design & Digital
Adobe CC, Adobe XD, Content Management Systems, CSS, Figma, HTML, JavaScript, Procreate

Collaborative Tools
Asana, Google Suite, Hubspot, Microsoft Office, Monday, Sharepoint, Slack, Trello, Wrike