

PROFESSIONAL SUMMARY

Senior Graphic Designer and Art Director with 26+ years of experience leading creative projects across branding, marketing, publications, digital, web, direct mail, and print production. Experienced in taking projects from initial concept and creative direction through design, production, vendor coordination, and final delivery. Combines strong visual design with hands-on production expertise, client communication, project management, and a deep understanding of print and digital workflows. Known for managing multiple projects and deadlines while delivering polished, brand-consistent creative that supports business and marketing goals.

EDUCATION

- Associate Degree in Applied Graphic Design
- Collin County Community College | GPA: 3.8

CORE EXPERTISE

- Creative Direction
- Brand Development
- Graphic Design
- Publication Design
- Print Production & Prepress
- Marketing Campaigns
- Direct Mail
- Digital Marketing Design
- Web Design
- Client Management
- Project Management
- Vendor Coordination

SOFTWARE

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat
- Figma
- Webflow
- Wordpress
- Canva
- Microsoft Office

EXPERIENCE

Senior Graphic Designer | Self Employed

October 2010 – Present

- Lead branding, marketing, print, digital and web design projects for businesses and organizations across a variety of industries.
- Manage projects from creative concept through final production, including client consultation, design development, revisions, prepress, vendor coordination and delivery.
- Develop brand identities, logos, marketing campaigns, websites, publications, direct mail, advertising, social media graphics and sales collateral.
- Build and maintain Webflow websites with a focus on strong visual hierarchy, brand consistency and user-friendly design.
- Manage multiple concurrent client projects, priorities and production deadlines while maintaining consistent quality and communication.
- Partner directly with clients, printers and vendors to ensure creative work meets strategic goals and technical production requirements.

Art Director | Living Magazine

March 2000 - October 2010

- Promoted through progressively responsible creative and production roles, advancing from advertising design into Art Director and production leadership.
- Directed creative and production workflows for 12 monthly magazine publications, balancing editorial, advertising and print-production deadlines.
- Provided creative direction and day-to-day leadership to graphic designers while maintaining visual and production standards.
- Designed editorial layouts, advertisements and publication materials from initial concept through final production.
- Managed prepress quality control and prepared final files for commercial printing.
- Coordinated multiple simultaneous publication schedules while working with editorial, advertising and production teams.