



CREATIVE DESIGNER



765.713.2264
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EXPERTISE

- WEBSITE DESIGN
- LEAD GENERATION
- USER EXPERIENCE
- WIREFRAMING
- DIGITAL MARKETING
- BASIC SEO
- BRANDING



TECHNICAL SKILLS

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- XD
- WORDPRESS
- HTML/CSS
- MICROSOFT OFFICE
- MAC OS



EXPERIENCE

Iconic Digital Agency, Fishers, IN
Art Director, Sept 2019–Present

- Lead production team in successful creation of visual solutions for all clients
- Design and build strategic websites focused on capturing quality leads for clients in a variety of industries
- Create custom logos and full branding packages for clients
- Collaborate with team to create and execute digital and traditional marketing strategies including email campaigns, social media ads, presentations, and other print materials
- Design ebooks and other lead-generation tools for monthly clients

Senior Graphic Designer, July 2017–Sept 2019
Graphic Designer, July 2015–July 2017

American Association of University Women, Washington, D.C.
Junior Designer, July 2013–July 2015

- Designed marketing materials and publications including brochures, flyers, research reports, posters, postcards, and booklets
- Managed print orders for all projects
- Created information graphics for website and social media

Graphic Design Temp, February–July 2013
Graphic Design Intern, Summer 2011

University Directories, LLC, Chapel Hill, NC
Project Design Manager, May 2012–February 2013

- Managed design, layout, and advertising of 30 university publications to ensure meeting press deadlines
- Designed print and online advertisements for campus directories and planners

Ball State University Career Center, Muncie, IN
Senior Marketing Assistant, August 2010–May 2012

- Designed marketing materials for Career Center promotions
- Planned and designed annual Career Center Magazine

Cardinal Communications, Muncie, IN
Creative Director, August 2011–May 2012

- Supervised team of 10 designers and all projects of the creative team
- Managed projects from concept through completion

Designer, August 2009–May 2011



EDUCATION

B.S. Journalism Graphics
Digital Media minor
Ball State University, May 2012