



Hi, I'm a highly motivated art director with an insatiable appetite for great ideas and flawless design.

## EXPERIENCE

### Senior Art Director › Razorfish – Chicago, Illinois | 10/06–Present

Designed and directed various integrated campaigns, websites, conceptual work and pitch work for clients such as AT&T, Balance Bar, Best Buy, BlackBerry, Capri Sun, Cheese Nips, Domino's, Grey Poupon, Kool-Aid, Oscar Mayer, Planters, and Ritz Crackers. Worked across multiple disciplines to ensure creative stayed consistent through to delivery. Some notable accomplishments:

- Directed & designed Garden Harvest Toasted Chips website - included directing video shoot
- Created a brand new look and flow for Dominos.com - resulted in 20% increase in online orders

### Senior Designer › Fusionary – Grand Rapids, Michigan | 05/03–10/06

Responsible for creation, management and direction of various pieces including interactive design, websites, user interfaces and print—from initial concept to completion.

### Designer › ST Concepts Software Development – Grand Rapids, Michigan | 05/01–05/03

Established identity by producing logo, letterhead, brochures, signage, and website. Worked in-house after establishing identity on their flagship system's graphical user interface.

### Freelance › 05/01–Present

Steelcase › Designed an interactive gaming microsite › <http://officeiq.steelcase.com> | 9/08  
Engineered & Designed Nutrition › Website, identity, package design › [whatsyoureden.com](http://whatsyoureden.com) | 12/07  
Anheuser Busch › Billboard concepts for Bud Light's "Always Worth It" campaign | 2/06

## EDUCATION

### Grand Valley State University – Allendale, Michigan | 08/02–04/06

NASAD Accredited Art and Design Program  
Bachelor of Fine Arts, Emphasis in Graphic Design

## AWARDS/RECOGNITION/PUBLICATIONS

### Publications

*Content Strategy for the Web (2009)* – Kristina Halvorson

*Innovative Promotions That Work (2006)* – Lisa L. Cyr

Features full-spread of work done on Fusionary's Winteractive 2004 Coaster | 01/06

## REFERENCES

Available upon request