



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

EXPERIENCE

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, Capri Sun, Cheese Nips, Domino's, Grey Poupon, Kool-Aid, Oscar Mayer, Planters, Ritz Crackers, and State Farm. 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
- Designed and won pitch for State Farm's website redesign - now the 2nd most profitable account at Razorfish US

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 | 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
Features work done for StateFarm.com

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