

I am an art director and graphic artist with over a decade experience in digital/web, print, and brand design.

creative

I focus on the creative expression of visuals to entice and delight consumers and breathe life and energy into brands.

strategic

I think like a business owner. I design to the end of a return on the investment, not just the delivery of a pretty piece. Design must entice, engage, and sell.

collaborative

I know that a successful marketing initiative involves a team of dedicated professionals. Design is just a piece of the puzzle in a successful campaign.

experience

2005 to present

Freelance Graphic Artist and Art Director

Concept, design and manage sales-driven brand identity and related collateral, print and web advertising, packaging, retail environments and point of purchase displays/materials.

Plan, design and implement complete web sites using standards-compliant code with an emphasis on user interface, browser compatibility and search engine optimization.

Clients and projects span across a variety of industries including consumer retail, food and beverage, beauty industry, financial, healthcare, and motorsports industries.

1999 to 2005

Vice President, Creative

Club Display, Inc.
POP Display Manufacturer

Designed and managed company brand assets including identity, collateral, advertising and related materials.

Conceptualized and designed Point of Purchase displays for mass market product manufacturers such as Sunbeam/Oster, Remington, Conair and Hamilton Beach.

Directed day-to-day operations including financial, client service, manufacture processes and business growth strategies.

Maintained open lines of communication with vendor resources in improving cost, quality and time efficiency.

During the first year under my supervision, directed company toward a 200% increase in gross sales from previous year.

skills, design experience

print

Brand collateral including:

logo design
stationery systems

corporate communications

including:
annual reports
sell sheets

consumer communications

including:
advertisements
packaging
retail displays
outdoor displays

web

website design/code
mobile app design
email marketing design/code

software and code fluency:

Adobe Creative Suite, MS
Office Suite, Dreamweaver,
Wordpress, Joomla, PHP,
jQuery

Native language:

English

Professional fluency:

Spanish

education

University of New Mexico

Texas Womans University

Visual Arts and Communication Certification, 1997

Biochemistry Major, 2010 to 2014