
NOTEWORTHY

- Received the Silver Rockies Award 2005 Boise Advertising Federation Creative Award for Fractional Urology Advertisement
- Received the Silver Rockies Award 2022 Boise Advertising Federation Creative Award for Alchemist Coffee Illustrations

LEADERSHIP

- More than 20 years of experience providing leadership and user-centered design solutions for marketing campaigns and web initiatives that meet business objectives
- Ability to quickly conceptualize and present strategies to solve problems that build strong relationships with partners and customers
- Experienced in managing and leading teams efficiently, delivering assigned tasks in a fast-paced environment
- Skilled in planning and implementation of events consistently
- Outsourced and managed back-end development when necessary

EDUCATION

- 3D Animation Effects in After Effects- Udemy
- HTML 5 and CSS 3- University of Michigan
- Human Centered Design- University of California, San Diego
- Project Management Principles and Practices Certificate– University of Irvine
- Bachelor of Arts- Emphasis in Graphic Design - Boise State University

EXPERIENCE

Lead Production Design – 116 & West Marketing Agency **November 2016 –Current**

I am currently employed in the Creative and Digital Department at 116 & West (formerly DaviesMoore)

- Design web banners, email blasts, email graphics, social media ads/ animations, video editing, websites, printed posters, flyers, and banners for external northwestern and nation-wide clients
- Consolidate scripts with graphics to create storyboards for Television Commercial Spots
- Design identities, brand style guides, for external clients
- Prepare and execute blog articles for 116 & West blog
- Collaborate and implement internal educational presentations for 116 & West
- Oversee and Project Manage 116 & West's Acts of Kindness Program which involves monthly internal fundraising for local charities.

Graphic Design and Project Management – Heart 'n Home Hospice & Palliative Care, LLC **April 2016 – November 2016**

I worked in Public Relations creating compelling designs to improve public awareness and initiatives in marketing

- Project managed and lead in the design of a user-centered redesign initiative of Heart 'n Home website to improve design, accessibility and mobility
- Designed and updated collateral such as brochures, flyers, infographics, letterhead, envelopes, greeting cards, identity/logo design

- Organized and oversaw outreach campaigns such as a Veterans Giving Campaign to provide clothing, and winter items for Veterans in Nursing Homes, Assisted Living and the Veterans Administration
- Managed/designed and printed annual Heart 'n Home Calendar
- Designed and implemented email newsletter, social media graphics and maintained database information and reported analytics

Visual Design and Project Management (Contract/Consult) – St. Luke's Health System (Previously Elks Rehab System)

Oct 2014 – April 2016

I transitioned into a contract role consulting with St. Luke's Health System Stakeholders on best practices to include addition of Elks Rehab healthcare information; along with providing design solutions and rebranding initiatives for all marketing collateral.

- Collaboratively lead the initial visual design strategy of combining all Elks Rehab System websites into an optimized seamless solution that was consistent with St. Luke's design patterns and branding
- Consulted on content strategy and its hierarchy to help St. Luke's comprehend and maintain content flow
- Evaluated and proposed new navigation system that best displayed and organized both Health Care System user experiences
- Project Managed the Annual Creative Healing Arts Exhibit managed small team of employees/therapists in the implementation process, also created, rebranded all collateral for the art exhibit
- Rebranded and designed all Elks Rehab System Collateral to St. Luke's Rehab System

Graphic Design and Project Management – Elks Rehab System

Jan 2004 - Oct 2014

I worked with marketing along with internal and external customers to develop strategies that promoted brand and increased public awareness regarding physical rehabilitation.

Selected accomplishments:

- Led user-centered redesign initiative of all Elks Rehab Hospital System websites to improve healthcare literacy/accessibility and comply with the Health Information Act resulting in a four-star score that ensured CARF accreditation for the hospital and gave recognition to the Elks Rehab Hospital as one of the top performing rehabilitation hospitals in the Northwest
- Redesigned corporate branding translating creative direction into the visual design of all Elks Rehab System websites and marketing collateral which included the Hearing & Balance website, Wound Center website, Staffing Agency website, Elks Rehab website and St. Luke's- Elks Rehabilitation
- Designed new interactive features/pages for Elks Rehab System websites, and provided regular maintenance
- Oversaw and implemented a new brand for the healthcare system, which included authoring a new style guide
- Managed/published weekly content for Elks Rehab Hospital and Elks Hearing & Balance Blog; co-authored selected blog articles; oversaw and redirected customer feedback from blog to appropriate parties
- Collaborated with marketing managers in leading the design of a new public relations communication portal improving partner and public relationships
- Redesigned Content Management Tool for Human Resources in collaboration with Development to better meet business needs and decrease maintenance costs
- Lead in collaboration with web developers and stakeholders to provide the public with a new donation feature that increased fundraising for selected programs
- Managed all outsourced web development processes to successfully launch new/existing design initiatives
- Conceptualized and organized the Annual Healing Arts Exhibit and managed small team of employees/therapists in the implementation process; also worked within a decreased budget to maintain a quality event by creating all marketing collateral in-house
- Lead design and managed production of a 25-page booklet that identified and measured critical community needs in health, successfully complying with the Healthcare Reform Act ensuring the healthcare systems non-profit status
- Assisted in planning fundraising events such as the Celebrity Golf Tournament, the Elks Food Drive, Children's Holiday Greeting Card

SKILLS

Production and Graphic Design, Print Design, Storyboarding, Online / Social Media Advertising, Website Design, Information Design, Project Management, Social Media Advertising, Video Editing, Animation, Event Planning and Collaboration

SOFTWARE/ LANGUAGES

Adobe Design Premium Creative Cloud – including but not limited to Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Adobe Acrobat, WordPress, Microsoft Office, Mailchimp, knowledge of HTML 5 and CSS 3, PC and Mac Platforms