

PROFESSIONAL EXPERIENCE**Little Caesars** Graphic Designer
Detroit, MI / 04-2016 to Present

Create Little Caesars design language for large format communications such as vehicle and window graphics. Illustrate new Little Caesar character artwork and prepare files for production. Work directly with franchisees to design communication materials to introduce new products to market, promote brand awareness, and increase store traffic. Establish new training forum for fellow designers to strengthen and unify marketing department.

Mo Marketing + PR UX/UI Designer - Freelance
Ferndale, MI / 02-2016 to 04-2016

Design and launch new CMS based web solutions for a growing list of clients. Maintain and support existing clients by improving search visibility, performing website maintenance, as well as design supporting sales tools.

Zoup! Fresh Soup Company Graphic Designer - Freelance
Southfield, MI / 11-2015 to 02-2016

Illustrate and design multi-platform communication materials to engage Zoup! customers, franchise candidates and franchisees. Conceptualize and execute new training materials to support company operations as they introduce new recipes and processes to restaurant employees.

RXNB, Inc. Digital Designer & Marketing Specialist
Madison Heights, MI / 08-2012 to 10-2015

Design, direct, and coordinate new web and print advertising campaigns for RXNB. Communicate quarterly goals between cross-functional teams and 3rd party vendors to generate new product advertising materials and company press releases. Prepare visual assets and presentation materials for trade show exhibits.

Develop the company's CMS based eCommerce platforms and online presence. Monitor current sales strategies to foster positive ROI by implementing new analytical tools. Conduct and coordinate IT Support for employee on-boarding procedures and training on Office 365 and RXNB's SharePoint network.

The Artisan's Bench Product Photographer and Social Media Expert (Part-time)
Brighton, MI / 03-2012 to 08-2012

Photograph new product arrivals while creating a working archive of existing products. Manage the store's social media accounts and assist construction of seasonal displays and store fixtures.

TECHNICAL KNOWLEDGE

Adobe Creative Suite (CC) Ai, Id, Ps, Dw

Wordpress, BigCommerce

Microsoft Office 365, Google Drive, Apple Keynote

Google Analytics, Adwords, Merchant Center

MailChimp, FranConnect

Autodesk Alias, KeyShot, Google SketchUp

FORMAL EDUCATION**College for Creative Studies** Bachelor of Fine Arts
Detroit, MI / Graduated 05-2010

Achieved Dean's List status consecutively, participated in school groups and programs such as "Draw Sucka Draw" and work study. Gallery showings in the 555 Gallery and U757 Gallery.

The Language House International TEFL Certificate
Prague, CZ / Graduated 06-2010

Create and compose lesson plans for all skill levels of English learners as well as get hands on experience with over 14 hours of live teaching.