

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

Illustrate the Little Caesars character and create brand guidelines for all new character artwork. Create animations and motion graphics for HTML banners, email campaigns, and social media. Design Little Caesars homepage assets and new user interfaces on desktop, mobile, and app. Defines Little Caesars design language for large format communications including fleet vehicles and window graphics. Design and deliver artwork to large franchisee network. Educate field marketing and franchisees on Little Caesars brand standards. Create training forums to strengthen and unify the creative department on new software programs and techniques. Select and host monthly marketing webinars as well as annual 1/2 day workshops utilizing our ANA membership.

**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 and performing website maintenance. As well as design sales materials.

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

Create new website concepts. Illustrate and design new training materials to support company operations to introduce new recipes and processes to restaurant team members. Design advertising materials to engage Zoup! customers, franchise candidates and franchisees.

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

Design and launch new CMS websites and print campaigns for RXNB and its subsidiaries. Communicate goals between cross-functional teams to generate new advertising materials and company press releases. Prepare visual assets and presentation materials for multiple vendors and events. Support eCommerce efforts by photographing products and monitoring website and search traffic. Assist new employee on-boarding procedures by training new hires on brand guidelines as well as Office 365 and RXNB's SharePoint network.

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

Photograph new products and create a working archive of new and 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, An, Ae, Pr, Au  
Wordpress, Prestashop, 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.