

**PROFESSIONAL EXPERIENCE****Cooper Tire & Rubber Company** Graphic Designer / Royal Oak, MI / 05-2021 to Present

Create design systems to improve brand recognition. Led implementation of new creative automation tool to increase brand awareness. Prepare over 100 display variants for distribution in Campaign 360 per quarter. Create consistent UI for Cooper Tire's Amazon storefront. Illustrate tread features of entire product catalog for Amazon A+ Content fostering an increased volume of sales and storefront rank. Drive creative efficiencies and build brand sentiment by producing downloadable wallpapers for Instagram. Animate and design social posts to develop individual channel strategy.

**Little Caesars** Graphic Designer / Detroit, MI / 04-2016 to 05-2021

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 UI elements for desktop, mobile, and app. Define Little Caesars design language for large format communications including fleet vehicles and window graphics. Design and deliver artwork to large franchisee network. Educate franchisees on Little Caesars brand standards refresh. 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** UI Designer - Freelance / Ferndale, MI / 02-2016 to 04-2016

Improve organic SEO rankings by revamping a number of site's metadata and keywords. Monitor progress through Google Search Console. Work on launching 2 eCommerce sites simultaneously by utilizing the WooCommerce platform.

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

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

**RXNB, Inc.** Graphic Designer / Madison Heights, MI / 08-2012 to 10-2015

Design and launch new CMS based websites. Develop print campaigns for RXNB and its subsidiaries. Effectively communicate goals between marketing teams to create 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. Train new colleagues on brand guidelines.

**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 Web Designer, Amazon Vendor Central, Celtra  
MailChimp, Fishbowl, 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.