

PROFESSIONAL EXPERIENCE**MRM** Art Director / Birmingham, MI / 04-2022 to Present

Create email, print, and site experiences for My GM Rewards Members and Cardmembers. Design for each GM vehicle division, as well as extended family and businesses. Create lead concept for the 2023 Chevrolet Corvette Z06 loyalty program, the Z06 Invitational. Volunteer as a moderator at "A Day for Meaning" to accelerate diversity, equity and inclusion initiatives.

Cooper Tire & Rubber Company Graphic Designer / Royal Oak, MI / 05-2021 to 04-2022

Create template and build product pages for Amazon storefront. Illustrate tread features for Amazon A+ Content. Develop template for creative automation to increase speed to market for display ads. Animate social posts to contribute to channel strategy, reuse existing content to create downloadable wallpapers.

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

Illustrate the refreshed Little Caesars character. Contribute to Little Caesars brand guidelines by defining character development and usage. Lead concept for Stuffed Crazy Bread campaign. Concept launch materials for test products. Animate and rig products for social media. Design interface elements for site and app. Build rapport with large franchisee network. Host a series of lunch-n-learns on new creative software and techniques. Host monthly ANA webinars and annual 1/2 day workshops. 5 Year QDA Panelist aka Taste-Tester.

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

Improve organic SEO rankings by resubmitting a number of site's metadata, keywords, and sitemaps. Monitor traffic through Google Search Console. Assist the launch of 2 eCommerce sites utilizing WooCommerce.

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 introduce recipes to team members. Design print, email and social materials for Zoup! consumers as well as franchisees.

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

Launch CMS websites and monitor traffic through Google Search Console. Concept advertising campaigns and press releases for RXNB and its subsidiaries. Prepare artwork and presentation materials for consultations and live events. Photograph product prototypes. Create training materials for colleague on boarding.

TECHNICAL KNOWLEDGE

Adobe Creative Suite: Ai, Id, Ps, Dw, An, Ae, Pr, Au, Xd

Wordpress, Celtra, Figma

Microsoft Office 365, Apple Keynote

Google Web Designer, Amazon Vendor Central

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 such as "Draw Sucka Draw" and "Hallway Show". Gallery showings in the 555 Gallery and U757 Gallery. Held 4 year work study in CCS wood shop.

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

Create and compose lesson plans for all skill levels of English learners. Over 14 hours of live teaching experience.