



**EXPERIENCE:**

**FREELANCE DESIGNER - JULY 2005–PRESENT**

Expanded to web design and packaging. Work varies from large-scale print and web advertising campaigns, website management, mobile UI, and beverage bottle redesigns. Clients include IDEO, Punchcut, Guayakí Yerba Mate, Blacksquare, and Yardbarker.com. **Worked with HTML/CSS, jQuery, Wordpress, Firebug, and Adobe CS.**

**DESIGN MANAGER - PEEK - NOVEMBER 2009–PRESENT**

In charge of overseeing everything with the Peek name. Worked with marketing team to launch Peek's major holiday ad push with Flash ads showed up on Yahoo Mail, Hotmail and MSN. The first successful push averaged 0.14 CTR and some ad sets gathering 0.24 CTR, an amazing jump from historical numbers. Asides from the ads, designed and launched both peekforbusiness.com and getpeek.in. Worked with product team with the UI design of the next-gen device. **Worked with HTML/CSS, jQuery, Wordpress, Firebug, and Adobe CS.**

**SENIOR DESIGNER - YARBARKER- SEPTEMBER 2008 - SEPTEMBER 2009**

While at Yardbarker, designed the new homepage and various secondary pages for the site. With the new redesign, we also simplified the login process along with the user menus to provide easier access to all user features. As a supplement to the new site, a comprehensive style guide was created to support this. Other projects included everyday maintenance of the site, design of proposals for new clients, in-house ads that go across our network of 500+ sites, and management of the Yardbarker brand. **Worked HTML/CSS, Firebug, and Adobe Photoshop.**

**DESIGNER - HUTNER GROUP - MAY 2008–SEPTEMBER 2008**

Design of a wide range of print, web, identity, advertising, and signage for multiple luxury real estate clients. Scope of one particular client may range from brochures, advertising and billboards, to a complete signage system for one property. **Worked with HTML/CSS and Adobe CS.**

**DESIGNER - CELERY DESIGN COLLABORATIVE - MAY 2007–MAY 2008**

Design, concepting, and production of corporate social responsibility reports, environmental graphics, branding, and website design for variety of clients. Focus on brand strategy in the realm of green graphic design. **Worked with HTML/CSS, Sun Microsystems Content Management Framework, and Adobe CS.**

**GRAPHIC DESIGNER - EDUCATION FINANCE PARTNERS - JANUARY 2006 – MAY 2007**

Responsible for creating all corporate and school-based marketing materials, PR, and sales support tools, ranging from print collateral to online advertising. Successfully created custom branded school marketing materials, balancing both corporate and school brand guidelines, on-time and to school's satisfaction. **Worked with HTML/CSS and Adobe CS.**

**DESIGN ASSISTANT / SENIOR PRODUCTION ARTIST - PLANET<sup>®</sup> MAGAZINE – JUNE 2004 – AUGUST 2005**

PLANET<sup>®</sup> Magazine is a quarterly publication with a circulation of 81,000. Duties at PLANET<sup>®</sup> included actively assisting the Art Director on photo editing and production, layouts and conceptual work. Responsibilities included coordinating and executing extensive research projects; regular correspondence with contributors and freelance talent; finding and training of interns; file management, photo and design file prepress from production to press ready PDF files. **Worked with Quark XPress and Adobe CS.**

**EDUCATION:**

The Art Institute of California - San Francisco  
B.S. Graphic Design, June 2005

**CLUB ASSOCIATIONS:**

American Institute of Graphic Arts (AIGA)  
Society of Typographic Aficionados  
Adobe InDesign User Group  
jQuery Meetup

**SKILLS:**

**Print:** Adobe Creative Suite, Preflighting, Photo-retouching and Color Correction

**Web:** HTML and CSS, Javascript via jQuery, Flash, CMS via Wordpress and CMS Made Simple, Debugging via Firebug