

## Soft skills & proclivities

Overarching conscientiousness	Cognitive adaptability	Responsive engagement
Prescriptive analyzation	Strategic multitasking	Inherent congeniality
Technical resourcefulness	Time-stewardship	Optimistic enthusiasm
Anticipatory proactivity	Faithful dependability	Intuitive empathy

## Graphic design skills & programs

Art direction	Photo manipulations	Die lines, Color separations, GIFs, Interactive PDFs,
Project leadership	Color corrections	Adobe Photoshop, Illustrator, InDesign, Acrobat, Bridge,
Brand management	Prepress production	Canva, Microsoft Word, Excel, Powerpoint, Whereoware,
Email marketing (HTML)	Color models (PMS, HEX, etc.)	Wordpress (CMS), Catsby (DAM), Salsify (PXM),
Website CMS	Composition & typography	Acoustic (CEP)(HTML), Trello (team project management)
Copywriting & editing	Vector graphics	Working knowledge: Prototyping, Technical illustrations, XD,
Consistency & coherence	Print specs	Sketch, Figma, Premiere Pro, Adobe After Effects, Sharepoint

## Representative accomplishments

Twice per year, overhauled website content for 4 brands, totaling creation and deployment of 12 homepage banners, 4 shop-the-look blocks, 4 featured content blocks, 265 product category and collection thumbnail images, 4 catalog menus in Publitas, 8 landing pages, as well as 5 generic and 2 targeted emails for each product launch. Concepted, developed, scheduled, and evaluated a total of 4 to 8 marketing emails per week for 4 B2B wholesale brands, evaluating product inventory & sales for featured products and themes.

Organized, audited, and modified CMS content, structure, hierarchies, categories, and relationships.

Determined best practices, developed Photoshop image processing scripts, and created how-to instructions for numerous processes. Trained both new current designers, and designers in the eComm department, saving hundreds of man-hours, over time.

Designed 650-page catalogs in 120 calendar days, twice per year. Color-corrected raster images, removed objects from group photos, combined products from separate photos, and edited images to fit space, as needed.

Assisted with testing new Whereoware-hosted B2B website in Zephyr, as well as recommending website navigation setup edits for better user experience (UX).

Partnered with vendor to orchestrate and integrate online business card ordering site, empowering other associates to order own cards, conserving \$2520+ and 54+ man-hours per year.

Evaluated and revamped training literature, simplifying requisite printouts for training classes:

- Eliminated 92 redundant documents and 20 manuals and booklets, diminishing prepress updates by 70+ man-hours per year.
- Reformatted essential documents from trifold layouts to flat handouts, sparing countless man-hours in fulfillment.

Devised systematic approach to rebranding 300+ pieces of customer-facing literature, smoothing transition to company's new logo and branding standards:

- Actualized rebranding and redesigning sales brochures and internal documents, completing several hundred within 9 months of adopting of new standards, adroitly generating new and harmonious designs and layouts.
- Orchestrated printing of new brochures and rendered print-ready PDFs and print specs to global marketing associates, expediently distributing newly designed materials.

Collaborated with associates around the globe, implementing rebranding and issuing files for new corporate correspondence materials in 6+ languages for 12+ countries, maintaining uniform company presence.

Maintained SharePoint database of 2000+ product data sheets, overseeing contents' materialization and evolution, establishing standardization of sales and reference tools.



## Relevant work history

- CREATIVE CO-OP, Memphis, TN
  - Digital Marketing Content Specialist 2022 – 2024
  - Graphic Designer 2020 – 2022
- ODEN: B2B MARKETING AGENCY, Memphis, TN
  - Senior Production Art Designer 2019 – 2020  
(Oden went out of business in 2020)
- BUCKMAN LABORATORIES INTERNATIONAL, INC., Memphis, TN
  - Production Artist 2008 – 2019
  - Typographer 2003 – 2008
- CRUM PRINTING CENTER, Memphis, TN
  - Graphic Designer 2002 – 2003
- PAULSEN PRINTING COMPANY, Memphis, TN,
  - Graphic Designer 2000 – 2002
- DESIGN GROUP, Memphis, TN
  - Lead Film Output Specialist and Linotronic Operator 1997 – 2000
- PEERLESS PRINTING COMPANY, Memphis, TN
  - Graphic Artist 1996 – 1997



## Education

- Associate of Applied Science (AAS) in Graphic Arts Technology
  - State Technical Institute at Memphis
  - Graduated *magna cum laude*
- University of Memphis
  - Interior Design: 4 years full-time studies
  - Computer Engineering Technology: 2 years  
(159 credit hours earned)

## Professional membership

- The Honor Society of Phi Kappa Phi,
  - Member since 1998



References available upon request