

## EDUCATION

University of Michigan  
School of Art & Design  
Bachelor of Fine Arts  
Cum Laude  
Ann Arbor, MI  
August 2006 - May 2010

## PHILANTHROPY

Volunteer Hockey Coach  
ICE (Inner City Education  
Program)

Team ALS 2016 Chicago  
Marathon Team  
ALS Association

Volunteer Hockey Coach  
Grosse Pointe Hockey  
Association's first girls hockey  
team

## TECHNICAL EXPERTISE

Adobe Creative Cloud

Design for Microsoft  
Office

HTML & CSS

Responsive Website &  
Email Design

Digital & Hand Illustration

InVision Prototyping

Sublime Text

Marketing Automation tools:  
Pardot, ActOn, Netsuite,  
Hubspot, Mailchimp

### CMS Platforms:

Wordpress, Hubspot,  
Unbounce

## EXPERIENCE

### Design Lead • Symbiont Group, LLC.

Symbiont Group is a B2B Marketing agency focused on aligning marketing and sales to generate better leads and make more money.

October 2014 -  
Present

- Independently responsible for all brand strategy and design for Symbiont Group's portfolio of clients
- Personally responsible for 25% of company's revenue, based on design specific projects and ongoing managed services
- Projects include: planning and execution of website redesigns, brand guideline development, logo & icon design, infographic design, responsive emails, responsive landing pages and microsites, tradeshow booth design, social media, PPC and advertising graphics, print collateral
- Client point of contact for design projects, responsible for presentation of deliverables and project progress
- Grew the design branch of the business by 30% in 2017
- Accountable for strategy, planning and executing marketing campaigns centered around the client's business goals
- Front-end developer for 75% of web-based projects
- Manage 5 freelance designers and developers
- Clients include: SAP Fieldglass, Czarnowski Display Services, Digital Bridge Solutions, Northwestern Medicine, Valtech, Conventus, Sasser Family Holdings, CultureFactors, S.W. Anderson, Barnsco, Bisco Industries

### Freelance Designer & Illustrator

Periodic side projects to expand knowledge base and serve as an additional creative outlet.

December 2009 -  
Present

- Projects include: brand development & documentation, logo design, illustration for print and digital, infographics, annual reports, invitation suites
- Clients include: Ogilvy PR, Marine Lane, The Stewardship Network, Inkstone, Providence St. Mel's School, and Youth Guidance

### Creative Director • Think Mint Chip, LLC.

Think Mint Chip is a start-up digital agency helping new companies establish brand and marketing strategies for their growing businesses.

August 2013 -  
October 2014

- Oversaw and executed all creative work for the start-up agency's clients
- Projects included: responsive website design, logo design and brand strategy, infographics, corporate marketing collateral, e-mails, invitations, copywriting, site Q/A, photography, illustration, hand lettering
- Acted as project manager and main point of contact for 80% of Think Mint Chip's clients

### Marketing Coordinator & Designer • SEE, INC.

SEE is an award-winning fashion eyewear brand, marrying the highest quality materials with the most advanced design in prescription glasses.

March 2011 -  
March 2013

- Promoted to interim Marketing Director during Vice President's maternity leave, led all marketing efforts contributing to record-high sales quarter
- Redesigned all marketing materials to better communicate core company concept
- Managed marketing campaigns, paid advertising, visual branding, social media, events, and promotions