



Creative / Design Director

Innovative and knowledgeable creative professional with a significant history in both print and digital design

Highly competent and strategic brand designer with the capacity to produce web/digital, graphics, identity, and packaging design as well as environmental graphics. Exceptional leadership and collaborative abilities with the capability to head cross-functional teams and projects to meet organizational objectives and promote individual development and growth. Strong written and verbal communication skills with proficiencies in copywriting, editing, typography, and delivering hard-hitting negotiations.

Areas of Emphasis

• Brand/Marketing Strategy	• Web & Mobile UX Design	• Brand Management
• Copywriting, Content Development	• User Interface Design	• Workshop Facilitation
• Staff Resourcing & Recruitment	• Information Architecture	• Retail Design
• Project Management	• Print Design & Production	• Marketing Strategy

Professional Experience

Willoughby Design – San Francisco, CA

Principal & Creative Director, July 2013 to October 2018

Drove client success across a wide variety of industries, including retail, food, health/beauty, technology, and more through directly overseeing brand experiences projects and operational development from concept to completion. Actively garnered critical business value by integrated consistent improvements within internal process/technology infrastructure. Promoted top-of-the-line performance and productivity through hands-on management of recruitment, orientation, and training for teams.

- Bolstered incremental revenue 15% by launching web design and development services within the firm.
- Successfully delivered an adaptable marketing campaign, including 110+ locations across interactive/print executions, within five months through spearheading conceptualization, strategy, and integration for Brookfield Properties (formerly GGP) as well as a month-long photoshoot and an in-house creative team.
- Expanded the number of West Coast clients to include The Omidyar Group, William Sonoma, Taylor Farms, Edthema, To-Go Ware, New Leaf Paper, Worldwide, GGP, and Adopt-a-Pet.com through successfully opening the first company satellite office in San Francisco (2013).
- Facilitated revenue growth of 200% of the client, Panera Bread by driving creative direction and marketing strategies for in-store, online ordering, CPG channels, and more.

Academy of Art University – San Francisco, CA

Adjunct Instructor, May 2014 to May 2015

Taught Type Systems courses at a graduate-level through creating engaging and thought-provoking curriculum and facilitating individual student development. Monitored/promoted student growth by critiquing and grading projects.

Willoughby Design – Kansas City, MO

Creative Director, October 2009 to July 2013

Consistently boosted brand experience within numerous industries across dozens of clients, including CPG, corporate, non-profit, and retail operations, through directly managing the entirety of project development. Drove operational excellence through hiring individuals with potential and offering mentoring and guidance to teams.

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Facilitated business value across the board by introducing key developments for internal operations, process, and technology infrastructure.

- Facilitated one-week design sprint for 20 startups enrolled within Kauffman Labs Brand Camp through creating a twelve-person brand design/strategy team.
- Arranged for 100+ consumer products to be sold to Target, Office Depot, and Whole Foods by supporting B2B brand, New Lead Paper, to effectively develop key designs as creative director.
- Facilitated more engagement across Blue Cross Blue Shield within B2C brands and provided community outreach ahead of ACA rollout through developing and delivering an award-winning Live Blue retail concept within six months
- Created the brand SPIN! Pizza from startup to franchise, including eighteen national locations, by driving brand extensions into interactive, advertising, packaging, environments, and a cycling club.

AIGA – Kansas City, MO

Chapter President, June 2008-June 2010

Lead 20+ person board to build a chapter to over 500 members with successful events, partnerships, and resources for the local design community.

- Increased revenue by 20% by garnering first major chapter sponsorship.
- Launched the first KC Design Week event in collaboration with AIA, IDSA and other allied design organizations.

Additional Experiences

Design Director – Willoughby Design, Kansas City, MO – 2006 to 2009

Art Director – Willoughby Design, Kansas City, MO – 2004 to 2006

Director of Graphic Design – BNIM Architects, Kansas City, MO – 2003 to 2004

Graphic Designer – BNIM Architects, Kansas City, MO – 2000 to 2002

Education

Bachelor of Journalism, Advertising with an emphasis in Graphic Design

School of Journalism, University of Missouri-Columbia, Columbia, MO

Professional Development

Executive Seminar – Yale School of Management, 2011 Business Perspectives for Creative Leaders Program – AIGA

Professional & Community Involvement

AIDS Lifecycle Cyclist, 2017 • Opening Party Chair – SF Design Week Committee (2014 to 2015) • National Chair – AIGA Get Out the Vote (2012) • Founding Chair – Kansas City Design Week (2010 to 2011) • President – AIGA KC Chapter (2008 to 2010)

Awards & Honors

Received numerous awards from the following groups for excellence in design and creative direction: AIGA Justified, Brand New, Print Regional Design Awards, American Advertising Federation, Graphis and How. Work has appeared in publications/annuals: Designing Brand Identity by Alina Wheeler; Communication Arts, How Magazine, Print Magazine, International Logos and Trademarks 5, Logo Lounge. Has served as design judge and speaker for several groups including AIGA Chapters and Art Director's Clubs.

Technical Proficiencies

Adobe Creative Suite; Microsoft Office Suite; Google Docs; Sketch; Invision; Webflow; Justinmind; Slack; Asana; Basecamp; Airtable; WordPress; Squarespace; Spotify; Square Retail Portal