



## Experience

### Visual Designer

meltmedia

Feb 2020 - Current

- Head visual design of projects for web, media, campaign, and custom development teams
- Collaborate with a variety of stakeholders to implement 15+ digital products for 4-7 clients at a time
- Manage a media production team of 7 individuals
- Produce 2-5 videos & motion graphics from concept to completion per client tactic
- Research and brainstorm creative solutions for client projects
- Lead technical, product and process design for media team and banner team
- Reduced overall effort of animated banner creation by nearly 50% through automation and process refinement
- Helped to establish analytic capture, analysis, priority and implementation process for company-wide design team

### Digital Production Designer

Mar 2019 - Feb 2020

- Created visual artifacts for 20+ client accounts and internal marketing needs
- Managed assets and technical requirements for 3-10 digital products at any given time
- Assisted developers with asset edits and design best practice recommendations
- Produced standards for assets and digital file management
- Captured, organized, and edited image assets for event, company, and culture needs

### Creative & Marketing Director

#### Partner

Jan 2018 - Current

Uniquely Geek

- Responsible for all brand and marketing operations
- Lead content and visual brand identity for all materials
- Head production of customer experience, UI/UX, photo, video, and print materials
- Strategize brand marketing initiatives
- Analyze web analytics and customer patterns
- Lead external brand and marketing partnerships
- Oversee budgets and spending by channel

## Skills

- UI/UX
- Video & Motion Graphics
- Creative Ideation
- Art Direction
- Digital Marketing Strategy
- Technical Design Execution
- Product Design
- Social Media Strategy & Execution
- Commercial Photography
- Photo Editing
- Project Management
- 3D Animation
- HTML5/CSS3

## Software

- Adobe CC
- Sketch, Figma
- Cinema 4D
- Redshift, Octane
- Google Analytics
- Capture One
- Final Cut Pro
- Houdini
- MS Office
- Google Workspace
- Mac and PC

## Education

### Design Technology & Art Direction

2017 - 2018

Master of Science  
Ira A. Fulton Schools of Engineering  
Arizona State University

### Graphic Information Technology

2014 - 2017

Bachelor of Science  
Ira A. Fulton Schools of Engineering  
Arizona State University

## Achievements

### Outstanding Graduate Student

Dec 2018

Faculty of the ASU GIT Program

### Premiere Pro Featured Work

Jan 2018

Adobe

### Outstanding Undergraduate Student

Dec 2017

Faculty of the ASU GIT Program

### Moeur Award Recipient

Dec 2017

ASU Alumni Association

### ADAA 2017 Semifinalist

July 2017

AdobeEDU





## Additional Experience

**Associate Professor** Feb 2019 - Mar 2022  
Fulton Schools of Engineering at ASU

- Taught industry-focused design in Photoshop and Illustrator to 55 graduate and undergraduate students per semester
- Lead a class of 30+ undergraduate students on project-based animation & motion graphic principles in After Effects in collaboration with 2 undergraduate teaching assistants
- Assisted in creating course materials and industry knowledge for curriculum

**Creative Apprentice** May 2018 - Aug. 2018  
Magnetry

- Collaborated with the creative director to produce cinematic, story-driven video material for clients
- Produced videos from concept to completion
- Animated motion graphic elements to support video content
- Helped in the design and production of graphic design materials

**Design Intern** May 2017 - Oct. 2017  
meltmedia

- Researched and established meltmedia's video brand and video best practices
- Produced marketing videos in conjunction with the creative director
- Created animations from illustrated content for email newsletters and social media accounts
- Participated in team critiques and weekly production meetings

**Digital Media Intern** May 2016 - Aug. 2016  
Tether Tools

- Created product photography and product videos for web distribution
- Assisted in all aspects of video production
- Lead design and execution of web ecommerce product updates
- Maintained database of photographers for marketing purposes

**Creative Marketing Intern** Mar. 2016 - Aug. 2016  
JDA Software

- Collaborated with JDA Marketing team to learn a variety of video support processes and contribute to the overall department goals
- Prepared and handled confidential and high priority communication, data, and files
- Assisted with video operations, including: storyboarding, video production, non-linear editing, post-production, motion graphics, and graphic design

**Multimedia Intern** Mar. 2016 - Aug. 2016  
Musical Instrument Museum

- Collaborated in the production of photography for events and marketing materials
- Assisted in the production of cinematic videos from storyboard to final production, editing, launch, and archival
- Edited photos and video for the marketing department
- Created video using Adobe and Final Cut software throughout production and editing