

## EXPERIENCE

### Senior Designer :: 9/2015 - Present

#### *Acumed | Hillsboro, OR*

Provide leadership and art direction for a creative team that produces print, digital, web, 3D illustration, video, environmental graphics, and event marketing material. Determine visual direction of company based on implementing brand guidelines and adapting those visual guidelines to the growth of the company and its products, marketing strategy and vision.

### Freelance/Contract work :: 7/2014 - 9/2015

Attained various multi-discipline marketing and design work including marketing strategy for small businesses, social media planning, print/digital/web design, interactive media, event displays, and photography. Large contract entailed design and production work for a re-design of all Western Family Foods packaging.

Numerous clients including Kroger, Storables, 240 Wine Works, Barhyte Foods, Simple Realty, Coldwell Banker, Nationwide Insurance, CR2 Marketing, Making Good Easy and GiveTokens.Org.

### Graphic Designer :: 5/2012 - 7/2014

#### *JLL | Portland, OR*

As the lead marketing/design professional in the Portland office of a global company, I managed, from concept to completion, marketing and design projects for each of our specialty groups while supporting the company brand and responding to industry trends.

- Project types included print and electronic marketing & sales material, property signage, print ads, books, HTMLs, event collateral, Marketing Center displays, videos, web sites, UX/UI, custom branding and logo design  
(4 of my projects were featured on our nationwide inspiration board)
- Coordinated vendors including photographers/photo shoots, and printers  
(increased vendor list and saw a decrease in photographer costs by 17% from 2012 to 2013)
- Developed concepts and wrote copy for presentations in support of marketing strategies with input from internal and external clients, managing tight timelines (Exceeded new business goal for 2013)
- Oversaw and guided production work of Marketing Assistants, held monthly training and tip session for support staff to promote continuous improvement
- Served as Co-Chair of the Communications Committee of JLL's Women's Network from date of inception where I built our chapter's Sharepoint website, designed all chapter event collateral, and helped drive the Network's goals and initiatives by participating in leadership calls and brainstorm sessions

### Design/Marketing Manager :: 12/2011 - 5/2012

#### *Naegeli | Portland, OR*

Managed and art directed a marketing department responsible for events, print, web and social media marketing for a litigation services firm with five locations in three states.

- Negotiated and coordinated advertising schedule, budget and ad production with 0% increase in vendor costs, 0 missed deadlines and on budget

- Handled vendors, producing promotional items in support of company brand and image including packaging, trade show displays, customizing and new product development
- Developed and produced new brand image and branding guideline for company during a time of expansion

### **Graphic Designer/Marketing Coordinator :: 11/2007 - 12/2011**

**CBRE | Portland, OR**

Performed concept development, design production and finalization of various print, web and environmental materials that aided in the marketing and advertising of commercial properties and professionals while adhering to brand standards. Part of a local marketing team of a global company performing in a multidisciplinary design environment.

- **Won the 2010 national web promotion design contest**
- Designed, from concept to completion, multiple projects that were recognized as **“Best in Class”** by marketing and design national leadership in a global company
- Led the marketing strategy and design functions in a focus group created to identify and produce special projects for the Portland office; served as Project Manager
- Coordinated office PR & advertising and copywriting in support of market strategy, initiatives and newsletters
- Performed market research, vendor coordination, printing, and maintenance of website

### **Marketer :: 6/1998 - 4/2000**

**Parkside Deli | Beaverton, OR**

Executed administrative and graphic design duties for a retail/food service business with three locations.

- Designed promotional displays and marketing materials for products and services
- Produced packaging/retail signage and prepared files for vendor printing

## **SKILLS**

### **Design Skills**

InDesign/ Interactive  
 Illustrator/Illustration  
 Photoshop  
 Dreamweaver  
 HTML & CSS  
 Packaging & Environment  
 Photography

### **Office Skills**

Word  
 Excel  
 PowerPoint  
 In-house Printing  
 Large Format Printing  
 Acrobat  
 Both OS X & Windows  
 Prezi

### **Exceptional Practical Skills**

Copy writing  
 Project Management  
 Prioritizing multiple tasks  
 Communication  
 Customer Service  
 Problem-solving  
 Managing staff/training

## **EDUCATION**

**The Art Institute**

BS - Graphic Design, Honors graduate, 4.0 GPA