



## EXPERIENCE

### **SALESFORCE | Art Director**

MAY 2015-PRESENT | SAN FRANCISCO, CA

Integral part of the AppExchange Creative team at Salesforce. Responsible for branding of programs, event design, print collateral and AppExchange's representation at Dreamforce.

### **FITBIT | Freelance Art Director, Marketing**

FEBRUARY 2014-APRIL 2015 | SAN FRANCISCO, CA

Freelance art direction for a variety of formats including but not limited to: point-of-purchase, web and print campaigns.

### **SHUTTERFLY | Senior Art Director, Photography**

AUGUST 2012-NOVEMBER 2013 | REDWOOD CITY, CA

Directed all photography for site, CRM, direct mail, partner marketing, and social media for the Shutterfly brand. Produced monthly product shoots which required location scouting, styling and creative direction. Served as liaison to multiple departments regarding photography direction and requirements. Managed a team that assisted in shoot production, display advertising and direct mail. Led direct mail campaigns, design and photography, including the annual holiday catalogs.

### **PLUM DISTRICT | Senior Graphic Designer**

DECEMBER 2011-AUGUST 2012 | SAN FRANCISCO, CA

Responsible for all art direction and collateral design of daily deal site targeted at moms. Directed the refinement of the retail site and e-mail. Served a field of 200+ sales representatives as well as the corporate office. Executed promotional, multi-channel campaigns to increase revenue and site traffic.

### **SOLUTIONSET | Art Director**

SEPTEMBER 2006-JUNE 2011 | MILL VALLEY, CA

Joined direct marketing firm as part of the Dell Computer creative team. Concepted with copywriters and art directors to develop the consumer relations marketing programs. Designed projects ranged from direct mail to e-mail to multiple monthly catalogs. Also contributed to various new business pitches including Fox Entertainment and AFLAC.

### **TIME MAGAZINE, TIME STYLE & DESIGN | Art Director**

JUNE 2004-JULY 2006 | NEW YORK, NY

Collaborated on the re-design of the quarterly fashion supplement to Time Magazine. Working alongside the Creative Director, created a more refined look for magazine. Responsible for department and some feature page design. Also worked with production on color correction and proofing.

### **CONDE NAST PUBLICATIONS | Designer**

FEBRUARY 2004-JUNE 2004 | NEW YORK, NY

Freelance designer for Promotion Art Department. Executed and managed daily projects including multiple in-book pages for each issue. Brainstormed upcoming collateral material, including but not limited to: invitations, comps, and signage. Updated and re-designed Powerpoint presentations and informational graphics. Responsible for color approval on all in-book pages.

### **MEREDITH PUBLISHING | Promotion Art Associate**

FEBRUARY 2002-JANUARY 2004 | NEW YORK, NY

Responsible for designing various pieces for Promotion Art Department. Organized and managed projects for three magazines. Worked closely with Creative Director to produce advertising sales materials, media kits, presentations, in-book material and other marketing collateral. Conducted press checks for various projects, with full responsibility for color approvals.

### **GLAMOUR MAGAZINE | Art Assistant**

MARCH 2000-JANUARY 2002 | NEW YORK, NY

Participated in the full re-design of the book. Ensured the flow of art through editorial and production departments. Designed promotional projects and front-of-book layouts. Prepared Editor-in-Chief with material for monthly print order meetings. Constantly multi-tasked for the department.

## SKILLS

Photo art direction, editing, color proofing and press checks. Adobe CC Suite - InDesign, Photoshop, Illustrator. Wordpress, Squarespace, CSS, HTML. Painting, drawing, color theory.

## EDUCATION

University of Missouri  
Bachelor of Magazine Journalism, B.J., May 1999.  
Bachelor of Art, emphasis in Graphic Design, May 1999.

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