



I am an experienced Digital Designer focusing on Art Direction, Visual Design and Motion Graphic Design for Interactive Media and Video. I enjoy all phases of the creative process and take just as much pride conceptualizing and art directing as I do bringing my ideas to life with design and animation.

Work Experience

Digital Designer | Motion Designer | Art Director

Freelance. June 2007 - Present | San Francisco Bay Area, CA

Concept, art direction, design and animation for online campaigns including websites, microsites, landing pages, emails, social media, banners, and motion graphic videos. Work on a variety of freelance and contract assignments for both digital marketing agencies and client-side companies.

Digital Designer

CamelBak. January 2020 - February 2023 | Petaluma, CA

Lead Digital Designer for the CamelBak brand including email design, website, landing pages, banners and social media.

Concepted, art directed, designed and animated for digital campaigns.

Worked closely with the Creative Director to ideate and execute new and innovative design solutions.

Digital Designer

Zenni Optical. January 2018 - March 2019 | Novato, CA

Concepted, art directed, lead design and animation for select online campaigns.

Worked closely with the Director of Marketing and Creative Director to ideate and execute new and innovative design solutions.

Created assets for web, mobile, email, video, social media, and online advertising.

Project managed simultaneous campaigns, collaborated with photographer to direct in-house and off-site photo shoots; coordinated selection of models, props, and set locations.

Worked closely with UX/UI, developers to ensure designs were properly implemented.

Digital Designer

Salesforce. April 2017 - October 2017 | San Francisco, CA

Worked with the internal web team designing customer story pages for salesforce.com.

Interactive Art Director

DocuSign. January 2016 - September 2016 | San Francisco, CA

Concepted, art directed, designed and animated for the DocuSign brand, including landing pages, microsites, banners, emails, and motion graphic videos.

Senior Designer

Modem Media/Digitas Inc./Publicis. February 2005 - June 2007 | San Francisco, CA

Concepted, art directed, designed and animated banners, landing pages, emails, and microsites.

Interactive Art Director

Grey San Francisco. January 2001 - January 2005 | San Francisco, CA

Concepted, art directed, designed and animated banners, landing pages, and emails.

Supervised team of studio designers in banner resizing and other online production needs.

Education

Bachelor of Fine Arts, Painting

University of Illinois Urbana-Champaign, 1998

Skills

Visual Design, Interactive Design, Responsive Design, Wireframes, Prototyping, Motion Design and Animation, HTML 5 Canvas Animation, Video Editing, Concepting and Art Direction. Working knowledge of HTML and CSS.

Software

Adobe Creative Cloud: Photoshop, Illustrator, After Effects, Animate, Premiere, InDesign, Dreamweaver.
Sketch, Figma, InVision, Keynote/Powerpoint.