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SUMMARY

I am an experienced digital design leader and creative thinker based out of the Columbus, OH metro area. I help elevate brands through the creation of engaging content and meaningful user experience in print and digital media. I have a reputable design track record in retail packaging, educational publishing, medical and printing industries. I am a consummate learner and stay current of new trends with curiosity and enthusiasm. My passion is to share my time, talents and resources to enrich others and build successful teams.

TECHNICAL SKILLS

Management, Adobe Creative Suite, Packaging Design, Graphic Design, Presentation Design, Visual Design, Branding and Corporate Identity, Brand Research, Art Direction, Illustration, UX/UI, Figma, MS Office Suite, Powerpoint, Teaching, Print Production, Marketing collateral

PROFESSIONAL EXPERIENCE

Mack Creative, LLC, Columbus, OH, April 2023 – present

PRINCIPAL AND DESIGN LEAD

- Providing clients with a range of print and digital design solutions: Graphic Design, Logo Design, Branding, Advertising and marketing collateral, Web and Mobile UX/UI design, Illustration.

Zaner-Bloser, Grandview Heights, OH, August 2022 – April 2023

SUPPLEMENTAL DESIGN MANAGER

- Collaborated with Academic Design, Project Management, Technology, and Marketing to define program vision, plan product development and ensure full team understanding of program goals.
- Anticipated issues and found or created solutions to ensure that print and digital product and marketing components were delivered on time, within budget, and met program goals.
- Maintained understanding of design trends and advances in production technology and with appropriate Editorial, Production, and Manufacturing staff, kept current on changes and advances with vendors.
- Managed the product line creative process from definition through completion for the Supplemental education portfolio, ranging from brand new product designs to minor revisions.
- Identified vendor needs, built and maintained relationships, selected and oversaw vendors on project specific work; monitored overall performance related to cost, quality and schedule.

Cardinal Health (Medix contract), Dublin, OH, August 2021 – May 2022

PACKAGE GRAPHIC DESIGNER

Developed package design concepts for the Creative Services team to support the medical product lines rebranding efforts. Collaborated with the business partners to maintain production schedules while adhering to Cardinal Health branding and regulatory guidelines.

Bath & Body Works (Russell Tobin contract), Reynoldsburg, OH, Sept. 2021 – April 2022

BRAND RESEARCHER

Conducted brand research and SWOT analysis on luxury brands and top performing industry brands, identifying competitive landscape, response to market trends, signature successes, brand evolution, and acquisitions / divestitures. Presented findings with infographic narrative to management in research decks.

Big Lots Stores, Columbus, OH, April 2013 – April 2021

SENIOR DESIGNER

- Managed and led creative initiatives for furniture own brands: Broyhill and Real Living print and digital, helping them to become a multi-million dollar business in their second year.
- Managed and developed creative for extensive line of over-the-counter health and beauty care products under private label, SoundBody.
- Developed creative for numerous food and salty snack programs under private label, Fresh Finds.
- Led and developed creative initiatives for seasonal and home event collections.
- Worked collaboratively with cross-functional teams to build and maintain brand guidelines for vendor execution across product lines.

Big Lots Stores (Rainmaker Assc. contract), Columbus, OH, November 2012 – Apr 2013

PACKAGE DESIGNER

- Developed package design concepts and production files for Fresh Finds food division, as well as packaging for over-the counter, seasonal, lawn & garden, home and kitchen.
- Worked closely with the buyers and support teams to build strategic brand value in content and messaging.

S&P Global/McGraw-Hill Education, Columbus, OH, May 1994 – Feb 2012

SENIOR DESIGNER

- Created engaging K-12 educational product designs for print and digital delivery, utilizing agile methodology.
- Provided art direction and oversight to vendor contract teams to expedite production time to market, while managing budgets and schedules.
- Participated in focus group research to improve content/curriculum for teacher instruction and student engagement.

Columbus College of Art & Design, Columbus, OH, Sept 1996 – May 1998

ADJUNCT INSTRUCTOR

Taught intermediate level Adobe Photoshop course to undergraduate students and working professionals.

Pearson, Columbus, OH, April 1991 – June 1994

ASSOCIATE DESIGNER

- Provided Cover and Text Design creative solutions for post secondary college textbook market.
- Managed freelance contributors maintaining schedules and budget.

EDUCATION

Columbus College of Art & Design, Columbus, OH
BFA, Illustration/Graphic Design

PROFESSIONAL DEVELOPMENT AND TRAINING

Continuing Education courses in:

- Design to Development, Illumination Bureau, Columbus, OH
- Web Design, Illumination Bureau, Columbus, OH
- CSS and XHTML, Ohio University, Chillicothe, OH
- Adobe Dreamweaver, Adobe Flash, Columbus College of Art and Design, Columbus, OH

CERTIFICATIONS

- Foundations of User Experience (UX) Design (certified by Google Coursera)
- Start the UX Design Process: Empathize, Define, and Ideate (certified by Google Coursera)
- Build Wireframes and Low-Fidelity Prototypes (certified by Google Coursera)