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PROFESIONAL SUMMARY

Highly creative and experienced Art Director with a passion for visual storytelling and a proven track record of leading successful creative projects. Seeking to leverage my artistic vision, strategic thinking, and leadership skills to drive innovative design solutions and exceed client expectations in a dynamic and collaborative environment.

SKILLS

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Front end website design
- Strong understanding of design principles, typography, and color theory
- Excellent communication, presentation, and interpersonal skills
- Ability to lead and motivate a team, fostering a collaborative and creative work environment
- Strong project management skills, with the ability to prioritize tasks and meet deadlines in a fast-paced environment
- Organized with a keen attention to detail and commitment to delivering high-quality work

WORK HISTORY

Freelance Art Director & Designer | July 2010 - Present

- Lead creative direction and design for diverse clients
- Successfully increased client engagement through innovative design strategies
- Utilizing advanced design skills to create visually compelling content
- Problem-solving design challenges to meet client needs and deadlines
- Making a significant impact on client branding and market presence

Omnichannel Art Director | Publix | Lakeland, Florida | April 2017 - May 2023

- Collaborated with brand strategy and marketing teams to develop innovative and effective creative concepts
- Oversaw all aspects of the creative process, from ideation and concept development to production and final execution, while maintaining high standards of quality and innovation across print, digital, video, and social media platforms
- Led a team of designers in the development and execution of creative concepts for various marketing campaigns, ensuring alignment with brand guidelines and campaign objectives
- Conducted photo shoots to develop assets in line with brand standards, maintaining visual consistency
- Pioneered integration of digital and print mediums, enhancing brand reach and engagement
- Streamlined project workflows, delivering high-quality creative outputs under tight deadlines

Art Director | JOLT Advantage Group | Tampa, Florida | August 2015 - 2018

- Conceptualized and designed on-brand visual elements with a focus on messaging and brand identity
- Generated innovative design pieces to elevate and distinguish branding, marketing, and advertising initiatives
- Developed comprehensive branding packages, encompassing logos, websites, trade show materials, and presentations

Senior Graphic & Web Designer | McNichols Company | Tampa, Florida | February 2013 - July 2015

- Collaborated closely with the creative team to produce compelling marketing and promotional materials
- Revamped and reformatted company advertisements and brochures to enhance visual appeal
- Conceptualized a new website design while maintaining the integrity of the existing platform

Senior Graphic Designer | Watson Clinic LLP | Lakeland, Florida | June 2009 - February 2013

- Formulated marketing concepts and campaigns for the company as a whole and specific healthcare specialties
- Designed, programmed, and maintained the company intranet platform
- Produced various marketing materials for physicians, including advertisements, flyers, and brochures
- Managed advertising and promotional efforts for the organization's 20 locations

EDUCATION

Bachelor of Fine Arts (BFA) | Graphic Design, International Academy of Design and Technology | Tampa, Florida