



QUALIFICATIONS PROFILE

Extensive experience in innovative graphic design, including print and multimedia applications.

Strong collaborative and interpersonal skills, combined with the ability to establish rapport with colleagues, creative teams and clients.

Organizational expertise demonstrated through leadership and team coordination of marketing design projects, while performing within strict timelines in a multitask environment.

MEDIA APPLICATIONS

Platform: Mac OS 9/10, Windows XP

Software Expertise: Adobe In Design, Illustrator and Photoshop; Macromedia Dreamweaver, Flash, and Fireworks; Quark XPress; Microsoft Office Suite

Online Development: HTML, CSS, PHP and Java Script

EXPERIENCE

Peter Mayer Advertising: New Orleans, Louisiana
Interactive Designer (August 10 – Present)

Designed and developed interactive presentations and advertisements such as websites, online banners and social media. Also maintaining updates with promos and creative for various websites. Worked closely with developers to maintain both design and usability.

Major accomplishments include updating the identity of CenturyLink Prism 2.0. Also concepting and designing the full merger collateral (microsite, ATM screens, online banner and mobile sites) for Hancock/Whitney Bank.

Clients include CenturyLink, Zatarain's, Hancock/Whitney Bank and Piccadilly

Imaginal Marketing Group: Mandeville, Louisiana
Senior Graphic Designer (June 05 – Oct 06, March 09 – July 10)

Created promotional materials and sales collateral for exclusive nationwide Aveda concept salons and local contracts. Established professional relationships with print vendors. Accountable for in-store collateral, brochures, HTML/Flash based websites, environmental advertisement, runway displays, expo exhibits, direct mail and email campaigns. Mentored beginning designers and freelancers.

Major accomplishments include direction and development of the Imaginal Marketing identity and successful merger of marketing identity of Extended Technologies.

Clients include Aveda, Paris Parker Salon & Spas, Neill Corporation, Aveda Institutes, Scott J Salons & Spas, Extended Technologies, Etopa and Barrasso Counselors at Law

EDUCATION

Louisiana State University, Baton Rouge, Louisiana

August 2000 – May 2004

Bachelors of Fine Arts in Studio Art

Cum Laude

Concentration: Graphic Design

HONORS, AWARDS & AFFILIATIONS

AIGA

Tuition Opportunity Program for Students Scholarships

Dean's List (7 semesters)

President's List (2 semesters)

Winner of 5 Addy® Awards, 2007 (Both Gold and Silver)

BeDesign: Hollywood, California

Freelance Art Director (July 08 – September 08)

Involved in the production and creative for entertainment Key Art, such as One Sheets and DVD key art. Also produced marketing trade ads and other theatrical and home entertainment collateral.

Major accomplishments include multi Key Art presentations.

Clients include Sony Pictures Entertainment, Genius Entertainment, LionsGate, Magnet, Magnolia and Millennium

Fluent Advertising: North Hollywood, California
Art Director (September 06 – July 08)

Contracted as lead designer for the art direction of promotional items for Sony Pictures Television International. Hired on full time in December, 2006. Involved in the production and editing of multiple home entertainment products such as Key Art, One Sheets, DVD wraps, Screener Ads, Trade Ads and Standees.

Major accomplishments include production and direction for Sony Pictures Television International's promotional coffee table book. Multiple Key Art presentations and entertainment packaging.

Clients include Sony Pictures Entertainment, Paramount, Warner Brothers, Westlake Entertainment, First Look and Genius Products

Neill Corporation: Hammond, Louisiana
Print/Web Graphic Designer (June 04 – May 05)

Concepted, developed and instituted print and multimedia collateral for Neill Marketing. Collaborated in the design and updating of Neill's family of business websites. Produced targeted HTML e-mail campaigns, and created animated Flash introductions.

Major accomplishments included being instrumental in the design and construction of Serious Business, which encompassed brochures and advertising media. Consistently recognized for fresh and innovative ideas and applications. Recruited by Imaginal Marketing Group to become their new Senior Graphic Designer.