

## EXPERIENCE

### 1997 – Present: Freelance/Contractor

2007 – Present: ioko – website design, pitch work

- : Harper Collins – e-commerce website design
- : MCPS – intranet design
- : Gumtree – website design updates

2007: Cloud Street – identity, business communications and website design

- : equals 3 – identity, business communications and website design
- : Bondy Consulting – identity, business communications and website design
- : MyHairdressers.com – identity, business communications and website design

2005 – Present: Shoot – trade show booth, corporate communications and website design

2004 – 2005: National Financial Educators – corporate identity, business communications and website design

2003 – 2004: Laura Tomasetti & Associates – corporate website design and art direction

2000 – 2004: Russ Quackenbush Photography – portfolio website design

2000: UTi Global Services, Los Angeles, CA office – corporate intranet design

1999: 1st National Bank of Cedar Falls – billboard and advertising designs

1998: Collaborated with illustrator, Gary Kelley – CD design for Orchesto Alto Maiz

1997: University Inn Motel – local area information magazine design

### 2006 – 2007: ITV

ITV is the largest commercial broadcasting station in the United Kingdom.

#### HEAD OF DESIGN

- create a consistent, strategic and user friendly design for the new ITV broadband website
- establish an internal design team and processes throughout ITV broadband and the relationships within ITV corporate teams
- oversee all visual design for the website, sponsorships and future evolution

### 2004 – 2006: Opodo

Opodo is an online travel company offering flights, hotels, car rentals and holiday packages.

#### DESIGN MANAGER

- growing and managing the internal design team
- oversee workload and scheduling for all design projects
- establish processes to ensure internal and country team collaboration
- oversee the visual design of updated brand roll out, internal communications, launch of new navigation system, all product journeys and the localization of new country websites
- develop, communicate and maintain style and brand guidelines

### 2003 – 2004: Marketing Drive Worldwide

Marketing Drive Worldwide is a global promotional marketing firm.

#### SENIOR ART DIRECTOR

- lead project teams throughout the design process
- facilitate clients and creative professionals to provide successful solutions
- development of outdoor signage, brochures, direct mail, e-newsletters, advertising and promotional campaigns, posters and point of purchase materials

### 2000 – 2003: Encompass Communications

Encompass Communications is a brand strategy/design firm developing cross-channel brand platforms.

#### SENIOR DESIGNER

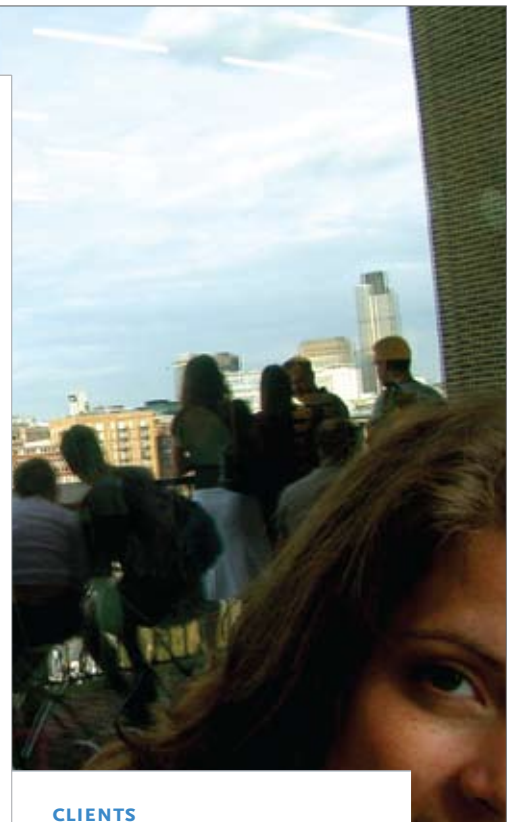
- collaborate in the design process from the initial concepts through press checks and programming facilitation
- project management and creative development of corporate brand guidelines and training, identity development, business communications, corporate capability brochures, advertising, exterior signage, trade show signage and materials, tutorials, web-based applications, information architecture, company intranets and extranets
- consistently meeting aggressive deadlines while maintaining high quality work

### 1997 – 1999: Information Technology Service (ITS)

ITS is a design and production facility for the University of Northern Iowa.

#### ASSISTANT COORDINATOR OF DESIGN

- developed a methodology to ensure positive client relationships and on time delivery
- facilitated client communication through final delivery



## CLIENTS

Adecco; Avocent; Bod; Bondy Consulting; Compaq; Georgia Pacific; Global Services; Gumtree; Document Sciences; Dwyer & Collora, LLP; E4; Environmental Protection Agency (EPA) & Energy Star; Equals3; Exxon Mobil; Gillette; Harper Collins; ITV; Lowe's; Opodo; MCPS; MyHairdressers.com; New Balance; The New England Journal of Medicine; Sears; Shoot Gardening; Spotfire

## APPLICATION KNOWLEDGE

Adobe Acrobat  
Adobe Illustrator  
Adobe Photoshop  
Macromedia Flash  
Microsoft Word  
Microsoft Powerpoint  
Quark Xpress  
Basic knowledge of HTML

Proficient on Mac and Windows platforms

## EDUCATION

University of Northern Iowa  
Cedar Falls, IA  
BA: Graphic Design

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