

Experience

Brand Senior Art Director/Creative Director, FMB+D

Washington, D.C. and Charleston, South Carolina
January 2007 – to present

Highly disciplined with brand strategies, rollout campaigns, and brand identity design to invigorate and elevate brand equity.

Creation of highly effective marketing design for retail and product/packaging, direct marketing, data visualization, publications, and illustrations for digital and print. Solid understanding of UI/UX design and best practices.

Creative Director, Alpha Lab Creative

Washington, D.C. and Charleston, South Carolina
August 2009 – to present

Design of brand identities, graphic standards and marketing collateral (print and digital) for numerous domestically-based capital management and financial investment firms, including the management of creative teams and direct client interaction.

Senior Art Director, Capital One Bank (Aquent Contractor)

McLean, Virginia. February 2014 – November 2015

Designed and produced multiple high-visibility direct marketing materials and marketing collateral for both print and digital media. Acting Creative Director on the team for the largest direct mail campaign in Capital One's history.

Senior Publications Designer/Acting Art & Creative Director

U.S. Dept. of Justice/COPS Office (Lockheed Martin Contractor)

Washington, D.C. June 2011 – December 2013

Designed and produced a complete range of prominent USDOJ publications, event promotions, information graphics, exhibits designs, and rebranded the COPS Office. Public Trust Clearance obtained.

Other proven leadership skills

United States Navy, Non-Commissioned Officer, E5

DM2 (Illustrator/Draftsman, Petty Officer 2nd Class)

San Diego, California and Charleston, South Carolina (5 years)

National Defense Service Medal and Battle Efficiency Decoration.

DD-214 available upon request.



Sterling Volunteer Fire Company—Engine Company Officer, Master Technician and Senior Firefighter

Loudoun County, Virginia (8 years)

Firefighter First Responder at the Pentagon, Arlington, Virginia on 11 September 2001



Graphic Design Guest Instructor

Shepherd College (now Shepherd University)
Shepherdstown, West Virginia (8 years)

Instructed graphic design students in "real life" design studio/advertising agency scenarios with extreme project deadlines, open critiques, and other unexpected professional situations requiring students to think on their feet and solve problems.

2007 – present

Remote freelance

- MetLife
- Visa USA
- Change Fusion
- Abbott Laboratories (Humira)
- JW Marriott Hotels & Resorts
- Alpha Lab Creative

100%

Corporate communications

- Capital One Bank
- Discovery Channel
- The Learning Channel
- Xerox
- Sprint

40%

30%

22%

8%

Advertising agencies

- Ketchum Direct
- RTC/RM
- Ogilvy Worldwide
- KSK Advertising (and PR)
- Porter-Novelli (PR)
- GMMB (PR)
- MDB Advertising
- LM&O Advertising

Financial industry

- Bay Point Advisors
- Helios Capital
- Lotis Capital
- Watson Wyatt Worldwide

U.S. Government

- U.S. Department of Justice — The COPS Office
- U.S. Army National Guard

Creative team lead skills:

- Brand identity design
- Brand development strategies
- UI/UX design
- Marketing collateral design*
- Direct marketing*
- 360° campaign design*
- Data visualization*
- Exhibit design and architecture
- Publications design*
- On-air/broadcast promotions design*
- Environmental and wayfinding design
- Retail product and packaging design
- 3D/paper engineering
- Presentation design*
- Moxie and determination*
- Ego-free mentoring*

**For print and digital*

Education

Art Institute of Pittsburgh and Carnegie Mellon University

BA in Visual Communications. Graduated with Honors and a Dean's List Student (4.0 GPA)

One year of intense, independent study in Swiss Graphic Design at Carnegie Mellon University, Pittsburgh, Pennsylvania (studying under [Rob Roy Kelly](#))