






## SUMMARY

Can I say I love this stuff? Well I do! I am passionate about creating and designing anything from presentations to logos, from exploring Gen AI to developing substantial event collateral. With extensive experience in building and managing teams, I excel at implementing efficient processes to develop a dynamic and strong design crew. With almost 20 years of agency experience, bringing ideas to life is at the heart of what I do.

## EXPERIENCE

**Design Manager | Commonwealth//McCann | 2014 - Present**

I am the design manager for the presentation team on the Chevrolet brand. I am in charge of a team of designers and handle workflow distribution on a day to day basis. My main duties include:

-  Designing, and maintaining Chevy brand guidelines for all executive and lower level presentations in Powerpoint, and Adobe Indesign.
-  Assist in print production and presentations for our Executive Leadership Meetings
-  Work on New Business pitches for our sister companies, MRM, McCann, And McCann Worldgroup.
-  Provide art direction for multiple internal communication pieces that are distributed to employees worldwide. That includes, newsletters, whitepapers, brochures, and magazines.
-  And lastly to find new and innovative ways to improve our department, demonstrated by learning and exploring Gen AI

**Senior Designer | GlobalHue | 2007 - 2014**

On a daily basis, I managed all print production requirements, ensuring adherence to client-provided brand guidelines. I have contributed to national campaigns for brands such as Jeep, Chrysler, Dodge, MGM Grand Detroit, NBA, and Walmart, designing print collateral, billboards, magazine and newspaper ads, splash pages, and providing photo retouching as needed.

In addition to print design, I also served as the digital designer, overseeing content updates on our website and creating numerous digital flash banners for our clients.

**Owner/Creative Director | Dtroika Creative | 2009 - 2013**

I started Dtroika in 2009 as a way to increase branding strategies for smaller businesses in the Metro Detroit area. Handling anything from responsive web design to print design, we were dedicated to increase the style and presence of our clients.

**Graphic Designer | University of Michigan | 2007**

Duties included: mainly print production, and photo retouching

## SKILLS

**Design Skills:** Adobe Creative Suite - Photoshop, Illustrator, Indesign, Firely, Dreamweaver(basics), Media Encoder, Word, Excel, Powerpoint,

**Management Skills:** Team leadership, project management, client relationships

**Technical Skills:** Generative AI (Copilot, Runway, MidJourney, Adobe Firefly), Photo Retouching HTML(basics), Wordpress(basics)

## EDUCATION

**Eastern Michigan University | 2000-2005**

- Bachelor of Fine Arts - Graphic Design
- Minor in Marketing

**St. Francis Cabrini High | 1996-2000**

- High School Diploma

## AWARDS

**2020 Commonwealth//McCann HotDog Award**