
ART PRODUCTION | BRANDING | DIGITAL PRINTING | PHOTOGRAPHY | VIDEO PRODUCTION

As a successful Graphic Artist with extensive knowledge in storytelling, communications, digital printing, video editing, still photography, and social media content, I produce highly creative, meaningful, and compelling visual stories. What sets me apart from my colleagues is my ability to build and engage audiences while creating, echoing, or elevating brand expression. Success is consistently realized by maintaining unwavering determination and demonstrating uncompromised integrity during the creative and production processes.

PROFESSIONAL EXPERIENCE

Branding and Marketing Coordinator City of Aurora Illinois 2023-2024

- Supports and directs brand identity.
- Refreshed city branding and created 1 page support guide.
- Creates a variety of deliverables from logos to long form documents.
- Provides photography and postproduction editing.
- Developed sub-branding for the Mayor's Office of Economic Development.
- Leading photography project for updated employee ID photos

Graphics Manager, Star Incorporated, Inc. Elgin, IL 2022-2023

- Streamlined workflow for graphics production.
- Established routine equipment maintenance program.
- Introduced color management program for better color consistency.
- Consolidated vendors for better purchasing power.
- Consistently overdelivered on production deadlines.

TECHNICAL PUBLICATIONS GRAPHIC DESIGNER, Milescraft, Inc. Elgin, IL 2021-2022

- Developed and sourced equipment for in-house photo/video studio.
- Created visual imagery to support the brand for web and print.
- Produces short form video content to launch new products to market.
- Created new, updated format for technical publications.
- Updated existing publications ahead of schedule.
- Streamlined authoring process to complete projects in an efficient manner.

DIGITAL PRINT ROOM PRODUCTION OPERATOR, Personalization Mall, Inc. Bolingbrook, IL 2021-2022

- Produced production files in an efficient manner according to established production procedures. Works closely with the rotary production supervisor to ensure minimal production defects.
- Developed new procedure to reload heavy paper rolls without re-webbing the printer, adding approximately 50% efficiency to the process.
- Researched and developed a process to identify and correct production issues related to oversaturation of art files, correcting a problem that cost over \$200,000 in rejected product in 2020 alone.
- Improved the use of existing technology to help the team communicate more clearly and efficiently.

ART DIRECTOR | FREELANCE ARTIST, North Aurora, IL 2015-Present

- Established ongoing relationships and retained by clients for work in graphic design, photography, and videography. Clients include Chicago Billboard, Iconic Concepts (Live Nation), All-Tech Decorating, Flowing Grace UMC, JJ Community (FIAT USA), St. Xavier University Jazz Program, and West Aurora High School Department of

Bands.

- Created logos and visual assets used on promotional materials, gifts, uniforms, and a 9-foot by 28-foot mural in preparation for the West Aurora High School Band's Centennial celebration concert series.
- Designed branded merchandise for high profile musicians including Aerosmith, Santana, Jimmi Hendrix, Lynyrd Skynyrd, David Bowie Nirvana, Kiss, Sublime, and Soundgarden. Orchestrated all aspects of concept designs, writing copy, coordination with overseas manufacturing, production samples, final design approvals, and product photo shoots.
- Created YouTube channel and LinkedIn page for All-Tech Decorating. Captured photos and produced story-telling videos covering project updates and demonstrating how employees overcame work related challenges during the creative process.

PRODUCTION ARTIST, Tyndale House Publishers, Carol Stream, IL

2017-2020

- Envisioned and designed complimentary assets such as bookmarks, flyers, and author signing posters, in preparation for new book releases while meeting new branding standards.
- Compiled a comprehensive cover reprint checklist, resulting in accelerated time to process and eliminating subsequent rounds of redoes because of mistaken omissions and oversights.

PRODUCTION ARTIST, Tyndale House Publishers, Carol Stream, IL

Continued

- Implemented book cover creative activities improvements by leveraging existing photo studio and equipment, gaining more artistic control of projects, eliminating image licensing costs, external vendors, and composting efforts, while increasing production authenticity with consistent messaging.
- Formulated an efficient cover submission process workflow separating cover background, art, and text to migrate into the upgraded Cover Expressions platforms.

DIGITAL PRINT TECHNICIAN, Boombah Inc., Yorkville, IL
2015

2014-

- Managed printing operations, maximizing production efficiency while ensuring minimal printer downtime.
- Facilitated increase from 12 to 30 wide format printers ensuring capacity alignment with revenue growth.
- Conducted quality checks, ensuring correct layer and cutline accuracy before robotic cutter process.
- Optimized printer floor plan configuration to accommodate new climate-controlled print room.

OPERATIONS COORDINATOR, National Binding Supplies, North Aurora, IL
2012

2011-

- Implemented workflow improvements, eliminating invoicing and shipment tracking process gaps.
- Modified pick and pack process ensuring sequential paperwork flow, allowing for timely invoicing and communication of tracking information to customers.

EDUCATION | TRAINING

Bachelor of Science in Digital Design and Animation, Rasmussen College, Aurora, 2014

Associate of Applied Science in Multimedia, Rasmussen College, Aurora, 2012

InDesign: Typography Parts 1 and 2

Typography: Hierarchy and Navigation, Choosing and Combining Typefaces

Learning to set Display Type

Learning Graphic Design: Set Perfect Text

Designing Emotion: How to Use Design to Move People

Designing with Grids in InDesign

AWARDS

Emmy Nomination, Producer, Midwest Chapter, National Academy of Television Arts & Sciences, 2014

Winner, Summer Road Trip Photo Contest, Wyoming Department of Tourism, 2014

TECHNICAL SKILLS

Adobe: Creative Suite / InDesign / Illustrator / Photoshop / Premiere Pro / Audition / Bridge / Acrobat DC

Microsoft: Office365 / Word / Excel / PowerPoint / Publisher | SOLIDWORKS Composer | HTML & CSS Knowledge

Project Management, Digital Photography, Videography, Typography, Marketing & Brand Awareness