



## SUMMARY

Experienced designer with a strong track record of creating impactful visuals that build on brand identity and engage folks. Possess a unique mix of creativity, project management, problem solving and technical skills. Thoroughly enjoy looking at the analytics behind the design and learning new software.

## COMPUTER SKILLS

- Adobe Creative Suite  
Advanced: Photoshop, InDesign, Illustrator and Acrobat
- Advanced: Google Analytics
- Intermediate: After Effects  
Working Knowledge: Premier Pro
- Google Workspace
- WorkZone
- Microsoft Office Suite  
Proficient: Excel, Word, PowerPoint, Outlook, SharePoint and Teams
- Advanced: Emma, Mailchimp and Weebly
- Working knowledge: Social Platforms, Google Search Console, Data Studio, WordPress, Trello, Issuu and Flickr
- Familiar with HTML

## EXPERIENCE

### Milwaukee Area Technical College

Media Designer

Milwaukee, WI

January 2022 to Present

Design digital and print, responsible from concept to finished piece. Designer for the MATC Annual Report and Alumni Magazine. Redesigned the magazine cover; maintaining the brand while evolving design. Assisted with the research of the brand standards guidelines. Provide branded design solutions for a wide variety of collateral: catalog cover, social media graphics, digital signs, brochures, logos, ads and invitations. Serve as art director on photo shoots for magazine and program photos. Collaborate with team members and stakeholders throughout the entire design process.

### University of Wisconsin-Milwaukee, School of Continuing Education

Graphic Designer

Milwaukee, WI

October 2012 to Present

Design digital and print, responsible from concept to finished piece. Provide design solutions for a wide variety of collateral: social media graphics, email marketing, digital ads, catalogs, postcards, brochures, logos, banners, ads and invitations. Create videos in After Effects. Customize email campaigns using email marketing service provider Emma. Collaborate with marketing specialist to respond to the school's needs. Communicate project timelines, manage rounds of edits and work with printer to ensure expectations are met.

- **Redesigned school's course catalog;** maintained brand while evolving design
  - **Took initiative and implemented Google Analytic tracking** on digital marketing pieces resulting in the ability of the department to track revenue and analysis what worked and what did not work in email, ads
  - **Website design lead** to simplify the user experience and implemented new certificate pages
  - **Took initiative and implemented a join our mailing page** on our website
  - **Spearheaded adding a pop-up window** to our website that grew our mailing list by 340%
  - **Set-up analytics dashboards and reports** to review Google Analytics for web traffic, email response and social engagement
  - **Supervised, trained and mentored** design student worker
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## EXPERIENCE CONTINUED

### Freelance Graphic Designer

Wauwatosa, WI  
February 2001 to 2012

- Consulted with clients to establish their needs and develop direction
- Conceptualized and designed logos, ads, posters, athletic guides, postcards, signage, CDs and catalog inserts for various clients including Tosa Pool at Hoyt Park Pool and Wisconsin Lutheran College.
- Organized and managed work flow to consistently meet deadlines and budgets

### Wisconsin Lutheran College

Graphic Designer, Part-time

Milwaukee, WI  
September 2006 to May 2009

- Designed a wide range of pieces for the college and its many departments.
- Designed the look of the athletics web site, college portal, e-newsletter and initiated redesign of the college web site
- Designed athletics media guides, brochures, logos, posters, programs, invitations, postcards and ads
- Collaborated with project managers and department heads from conception to finished piece
- Placed third in the nation for the design of the 2008-09 WLC multi-sport media guide from The College Sports Information Directors of America. Placed fourth in the nation for 2007-08 WLC multi-sport media guide.

### Design Partners

Senior Graphic Designer

Racine, WI  
January 1993 to February 2001

- Packaging experience: Redesigned existing brands and designed new product packaging
- Developed mood boards, attended focus groups and worked directly with clients to establish brand direction
- Directed food photography shoots
- Worked on a wide range of projects from initial concept to finished digital art - including packaging, direct mail, sell sheets, brochures, P.O.S., P.O.P, etc.
- Clients included: Kraft Foods, Miller Brewing Company, Tenneco Automotive, Jockey International and Motorola

## EDUCATION

### The College of Saint Catherine - Saint Paul, MN

Bachelors of Arts

Major I: Art - Concentration: Studio

Major II: Communication, Telecommunication, Theater

### Digital Marketing Certificate - UWM School of Continuing Education

November 2019

## PROFESSIONAL DEVELOPMENT

Data Foundations

Google Tag Manager

Building an Integrated Digital Content Strategy

Foundations for Effective Digital Marketing

Improve Marketing Results Using Advanced Analytics Techniques

What's New in Social Media: Leveraging Trends to Build a Successful Social Strategy

Improve Marketing Results Using Advanced Analytics Techniques

Google Ads: Getting the Most from Paid Search

Email Marketing and Marketing Automation

Audited a HTML class

## VOLUNTEER EXPERIENCE

**Wauwatosa East High School: Band Boosters and Friends of Theatre Arts** Served on non-profit boards for band and theatre. Past responsibilities: president for band boosters, theatre board president, website, communications and marketing emails.