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Print

Logos
Displays
Brochures
Advertising
Newsletters

Photography

Retouching
Photo Shoots
Editing for web/print use

Web & Multimedia

Interactive Advertising
Web Site Design
e-newsletters
HTML/CSS
CMS

Adobe Photoshop	Ps
Adobe Illustrator	Ai
Adobe InDesign	Id
Google Web Designer	Q
Adobe Animate	An
Dreamweaver	DW
Litmus	⚙️
Microsoft PowerPoint	P
Microsoft Word	W
Microsoft Excel	X



Experience

Senior Digital Advertising Designer Star Tribune

October 2016 – December 2019

Rapid creation of quality online animated, static, social media, and responsive HTML e-blast and print advertising for hundreds of clients, both in the Minneapolis/Twin Cities area and larger national clients under high volume and tight deadlines, while adhering to brand standards and compliance rules.

Digital Graphic Designer Pioneer Press • twincities.com

March 2015 – October 2016

Animated and static web advertising, landing pages and e-blasts for many large national clients and also local clients like HOM and Explore MN. Managed and mentored 3 contract designers.

Graphic Designer RiverTown Multimedia • Forum Communications

January 2012 – March 2015

Advertising for multiple clients under tight deadline for online, in wellness publications, local tabs and bridal guides. Improved the quality of advertising for multiple clients on a daily basis. Took part in extremely successful initiative to win back clientele lost prior to my start at RiverTown.

Multimedia Designer, Owner Digitalfenix

September 2009 – March 2015

Design and implementation of websites, social media pages, brochures, logos, and wedding invitations. Designed, co-wrote, typeset and sent print-ready files for 2 now-published books.

Creative Manager for Cub Foods through Vertis, Inc. (Marketing + Design Specialist)

Jan. 2008 – Sept. 2009

Designed, directed, wrote copy and developed creative solutions for signage, magazines, weekly ads and point-of-purchase displays. Worked with Cub's directors, account managers, strategic planning, photography studios, planning and production facilities to define and deliver solutions to meet specific initiatives. Supervised, and mentored freelance designers, one Cub designer and two Vertis designers.

Graphic Designer for Cub Foods through Vertis, Inc.

Jan. 2004 – Jan. 2008

Designed and developed creative solutions for signage, magazines, and weekly ads with the Adobe Creative Suite.

Awards

2015 & 2016 Pioneer Press Top Performer Award

2008 SuperValu Idea Store Award - created the design for the 40th Anniversary initiative, as seen in my portfolio

1995 Miller Tools for Success Scholarship from Miller Brewing Co.

Education

2010 Bachelors in IT, Multimedia and Visual Communications, University of Phoenix

1995 Associates in Commercial Art, MATC-Milwaukee