

I'm a graphic designer with 20+ years experience in consumer packaging and editorial design. An early childhood obsession of painting visually balanced art on canvas has led to a career of creating balanced compositions in multiple mediums of art.

My current focus is on packaging design. I love seeing how a concept can come to life, paired with a thoughtful 360 campaign launch. The process of getting there is a wild and fun ride.

EXPERIENCE

FREELANCE

Art Direction & Graphic Design

October 2023 - Present

OLLY PBC

Art Director / Packaging & Innovation

March 2022 - October 2023

- Concept and design packaging for new products and launches
- Brainstorm and create renderings of new product concepts to pitch to Target & Walmart
- Collaborate with cross functional teams on new and existing product (Brand, Product, PE)
- Commission illustrations
- Manage Graphic Designer

Lead Designer

August 2015 - March 2022

- Concept and design packaging for all new products and launches
- Collaborate with cross functional teams on new and existing product (Brand, Product, PE)
- Concept, organize and art direct campaign photo shoots
- Create digital and social media assets
- Create final mechanical files released to printers
- Commission illustrations

PLUM ORGANICS

Senior Designer

January 2012 - September 2021

- Design packaging for all new products and launches
- Create digital and social media assets
- Art direct photo shoots
- Create final mechanical files released to printers
- Commission illustrations

OLD NAVY / GAP INC

Senior Designer

September 2007 - October 2011

- Design in-store signage, window signage, direct mail, circular ads & promos
- Photo-retouching
- Art direct photo shoots

BUSINESS 2.0 / TIME INC

Deputy Art Director

October 2004 - April 2007

- Concept and design features, essays, and department pages
- Commission illustrations

PARENTING / TIME INC

Designer

July 2003 - July 2004

- Design essay and department pages
- Commission illustrations
- Maintained the daily administrative duties for the art department

MY GENERATION / AARP

Designer

October 2000 - May 2003

- Design features, essays, and department pages
- Commission illustrations
- Maintained the daily administrative duties for the art department

AWARDS

38th & 37th Society of Publication Designers Merit Award for Design/Features/Spread, Illustrations

EDUCATION

School of Visual Arts Editorial Design, Typography and Silkscreen