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EXPERIENCE

isac art director & visual designer
[AUGUST '09 – PRESENT]

Steer the creative direction of campaigns and products, support marketing strategy, and manage the consistency of brand identity systems for a government agency focused in financial aid awareness.

Design concepts for print materials, web advertisements, produce deliverables, and coordinate production files with advertising and print vendors.

Research to determine appropriate markets, refine key messaging, and establish information structures.

in progress: agency website redesign

Hosted meetings with stakeholders to determine user requirements for information architecture. Presented a more streamlined, user-centric menu structure and content hierarchy.

Collaboratively building new iteration of wireframes, reviewing prototypes, and sketching visual design.

@properties designer & production artist
[JANUARY '07 – AUGUST '09]

Provided creative support and brand expertise to more than 750 real estate consultants in six offices.

Designed identities, sales materials, and edited copy for consultant teams and development property projects.

Initiated corporate-level brand consistency and workflow efficiency through visual and writing style manual, copy editing and production art templates.

alario media group designer
[AUGUST '06 – JANUARY '07]

Designed advertising focused on a Spanish-speaking demographic with distinct cultural influence.

freelance art director & visual designer
[JANUARY '06 – PRESENT]

Develop marketing strategy, design brand identities and print materials, and prototype specialty items.

Create visual user interfaces, provide light front-end development, and manage content for web presences.

accomplishments

Designed visual interface for veterinary clinic. Established information architecture and simplified content through copy editing and information graphics.

Conceptualized invitation design for the Chicago Tribune's RedEye five-year anniversary gala.

dg&a communication design intern
[OCTOBER '05 – JUNE '06]

Supported public relations and marketing projects for the McDonald's Corporation communications department.

Designed concepts and brand identities for project teams dedicated to enhancing customer experience. Produced supporting presentation materials.

Collaboratively designed and produced corporate communication, including management resource guide, workforce statistics, and bilingual employee newsletters.

EDUCATION

the illinois institute of art – chicago

[MARCH '06] BACHELOR OF FINE ARTS *Visual Communications*

PROFICIENCIES

Adobe Creative Suite	CSS	SEO
Microsoft Office	XHTML	photo correction
QuarkXPress	Flash	wireframes
OmniGraffle	JavaScript	writing & editing