

Experience

2020–present **CREATIVE DIRECTOR** | Pivot Group | Portland, OR

Senior Designer: 2021–2022, Designer: 2020

- Generate processes, launch new services, and build cross-functional teams around marketing, branding, UX, video, digital, print, content, and customer experience projects for over 125 clients.
- Manage and coordinate cross-disciplinary teams of videographers, animators, art directors, designers, and copywriters.
- Construct creative briefs and strategy for marketing, web, video, and brand concepts with insights routed in psychology and neuroscience.
- Facilitate discovery and ideation sessions, develop project pitches, and align internal teams with client objectives.
- Oversees and participates in the execution of creative work from discovery to final delivery, managing multiple project timelines and deliverables.

2017–2020 **CHAIR OF ART AND DESIGN, ASSOCIATE PROFESSOR** | George Fox University | Newberg, OR

Co-chair for Applied Design: 2017–2019, Chair of Art & Design 2019–2020

- Led instructional design initiatives with integrated assessment strategies for hybrid and remote learning in studio and design curriculum.
- Oversaw continuous improvement in average student reviews for the entire department and achieved 30% growth in majors despite university-wide flat enrollment.
- Expanded DEI initiatives and integrated assessment-informed pedagogy for the programs.
- Launched a new major in illustration, which became the largest major, and integrated UX Design, Data Visualization, AR/VR, and Design Research into the university curriculum.
- Achieved an average 87% placement rate for graduates in their field of study within 3 months of graduation.
- Taught UI/UX Design, Typography, Illustration, History of Visual Communication, and Experience Design.

COMMITTEES: University: Local and Global Engagement, Educational Technology
Art & Design: Assessment, Recruiting, Marketing and Admissions

2019–2021 **CONTENT AND EDUCATION DIRECTOR** | AIGA Portland | Portland, OR

- Designed the user experience for tools that help designers grow their careers and connect with one another.
- Defined content design standards, style guides and systems for AIGA Portland.
- Crafted content strategy and maintained AIGA website and email platforms using analytics tools to increase the production of relevant content and ensure easy access for visitors.
- Revitalized the Career Tools program and launched new student groups, connecting emerging practitioners with one another and the industry.
- Pursued partnerships with Nike and local design studios.
- Relunched the Mix—an annual regional portfolio review—resulting in increased content engagement by 2000% achieved through strategic content development.

2007–2020 **DESIGNER, CREATIVE DIRECTOR** | Super Common Design Studio | Newberg, OR

- Crafted identities, objects, websites, posters, publications, and experiences for clients.
- Managed teams of interns and freelance collaborators.
- Lead and set vision on projects for Azusa Pacific University, Epsilon Delta Labs, The Henry Center, Disney, and Princeton University.

2016–2017 **LECTURER** | School of the Art Institute of Chicago | Chicago, IL

- Taught Web Design: Interface and Structure in the Visual Communication Design program.
- Covered topics such as usability, user experience, human-centered design, HTML & CSS, javascript, writing for the web, accessibility, and responsive design.

- 2013–2017** **PROGRAM HEAD AND PROFESSOR OF GRAPHIC DESIGN** | Trinity International University | Deerfield, IL
Recipient of the President's Prize for Excellence in Teaching, 2016
- Recipient of the President's Prize for Excellence in Teaching, 2016.
 - Rewrote the graphic design curriculum to include interaction design, social practice, and identity systems.
 - Increased the degree of formal and conceptual experimentation in the major.
 - Established collaborative working space and a printmaking lab for students.
 - Offered courses in Web Design, Typography, Interaction Design, Print Design, Design Foundations, Portfolio, Capstone Project and Exhibition, and Design Systems.
 - Grew the graphic design major by 200%.
- COMMITTEES:** Gen Ed Revision Committee (2016–2017),
Dean's Strategy Committee (2014–2016),
Fine Art Festival Committee (2013–present, Chair for 2014–2016)
- 2012–2013** **ASSISTANT INSTRUCTOR** | Otis College of Art & Design | Los Angeles, CA
Recipient of the President's Prize for Excellence in Teaching, 2016
- Assisted in the delivery of the Senior Project Theory Course—an advanced course in which students read, reacted to, and discussed significant works of graphic design theory in preparation for their final senior projects.
 - Developed lectures, reviewed concepts, mentored, and offered feedback on work.
- 2012–2013** **OUTREACH AND EDUCATION COORDINATOR** | Ridley-Tree Museum of Art | Santa Barbara, CA
- Designed exhibition spaces and graphics, produced marketing collateral, planned events, and crafted content for the website.
 - Developed infographics, outlined guided tours, and oversaw the branding of exhibitions and community events.
 - Co-curated exhibits and crafted catalogue essays.
 - Increased the recognition of museum with a focus on reaching local families, and improved audience attendance by 150%.
- 2010–2012** **DESIGNER + CREATIVE DIRECTOR** | The MDB Family | Montebello, CA
- Launched new children's furniture brands, updated and differentiated established brands, and maintained brand style guides.
 - Crafted product designs for MDBs five, distinct sub-brands of children's furniture.
 - Served as the primary copywriter and consultant for new company initiatives.
 - Named and launched Franklin & Ben, a high-end furniture line that has since achieved international distribution.
 - Served as the chief designer and editor of Rhubie + Rhett—a parent lifestyle magazine built on a unique, digital platform.
- 2009–2010** **LEAD DESIGNER** | Oniracom | Santa Barbara, CA
- Crafted site architecture, wireframes, and UI/UX design for non-profit and artist websites.
 - Developed design work for integrated social media campaigns leading to higher social engagement on client platforms, stronger sales, and increased conversation rates on client websites.
 - Collaborated with the art director to train designers and guide projects from concept to reality.
 - Clients that I worked with include Counting Crows, John Legend, Disney/Tim Burton, Lenny Kravitz, Matisyahu, The Wailers, and Brushfire Records.
- 2007–2008** **DESIGN AND PRODUCTION COORDINATOR** | Walt Disney Studios Home Entertainment | Burbank, CA
- Created designs, advertisements, POP designs, and displays for Disney products including: including Wall-E, Sleeping Beauty, Camp Rock, and Hannah Montana.
 - Reviewed and approved final design work for international production.
 - Developed presentation materials for various executives and managers including the CEO of Walt Disney Studios Home Entertainment.

Education

- 2020** **OREGON STATE UNIVERSITY** | Certificate in Learning Experience Design (LxD)
Instructional Design for Online Curricula, Educational Technology, and UX/UI Applied to Learning.
- 2012** **OTIS COLLEGE OF ART & DESIGN** | MFA in Graphic Design
*Thesis: Multisensory Design, Work added to the Otis Archive
Recipient of the Academic Excellence Award*
- 2009** **WESTMONT COLLEGE** | BA in Studio Art: Graphics Emphasis
Creative Writing Minor, Honors Graduate, Askew Art Award
- 2008** **STUDIO ART CENTERS INTERNATIONAL** | Semester Residency in Florence, IT
Silkscreening, Photography, Sculpture and Drawing

Relevant Skills and Competencies

SKILLS

Concepting, Brainstorming, Pitching & Public Speaking, Marketing Strategy, Content Design, Illustration, Audio Production, Visual Design, Presentational Design, Workshop Management, Problem Solving, Critical Thinking, and Team Management..

DESIGN AND PRODUCTION

Adobe Illustrator, Photoshop, InDesign, After Effects, Adobe XD, Figma, Lokalise, Procreate, Captivate, Front-end Coding (HTML, CSS, and Javascript), Figma, Invision, Adobe Premiere, Articulate 360, Storyline, Rise, Keynote, Powerpoint, Google Slides, Sketch, Camtasia, Screenflow, Screentastic, Mural, Miro, Sublime Text, Coda, Logic, and Ableton Live.