



## Experience

### Senior Art Director / The Starr Conspiracy

March 2021 – Present

I work with multiple clients concurrently as the creative lead on projects including brand identity, print and digital campaigns, website and UX, motion design, and video. I manage the process from discovery and research through the execution of design and activation. I engage with stakeholders to walk through creative decisions and gain actionable feedback to align visual storytelling and brand message. Partnering with account managers, I make sure projects are in-budget while fulfilling scope. I supervise external vendors to ensure all products meet our quality standards. I also advise senior leadership on ways to improve the Employee Experience as a founding member of the agency's Diversity, Equity, and Inclusion team.

#### Key Projects

- I successfully led the rebrand and launch of a critical organization in the financial services industry — taking them from dated branding materials to a modern and scalable visual identity system fit for the fintech space.
- I owned the creative direction and led the creative team on a complex, copy-heavy annual report for a major gaming platform on a tight timeline. We took otherwise lifeless datasets and created an exciting, visually compelling story illustrating key industry trends.
- Being the sole creative with animation expertise, I led the motion graphics and sound design for projects such as the agency promotional sizzle reel, website animations, and the intro and outro sequences for the two agency video podcasts hosted by the CEO: Hey, Bret Starr and The Long Strange Trip.

### Senior Visual Designer / NEC Corporation of America

September 2012 – February 2021

I was responsible for the ideation and execution of marketing campaigns and interactive experiences. Working directly with leadership and various business units, I led design efforts on web projects, campaigns assets, and print collateral. I grew my role to include photography, videography, and animation, significantly reducing outsourcing expenses and shortening turnaround times.

#### Key Projects

- I was UX lead for NEC's marketing portal that enabled channel partners to embed customizable microsites to their own websites.
- I filmed and edited a point-of-sale system demo that won the LPGA as a client.

### Art Direction Intern / Tilted Chair Creative

April 2011 – July 2011

### Web Design Intern / National Instruments

August 2009 – December 2010

## Education

### Bachelor of Science in Advertising

University of Texas at Austin

May 2011

## Proficiencies

### Software

Illustrator  
Photoshop  
InDesign  
After Effects  
Premiere  
Lightroom  
Figma  
Cinema 4D

### Technologies

HTML/CSS  
Javascript  
PHP

## Accomplishments

### Survival Talk

Creativemornings - Dallas

I was asked to speak on my experience working on in-house design teams in front of more than 50 creative professionals.

### Inbound Marketing certification

Hubspot CRM