

senior graphic designer

Senior Designer with over 15 years of experience in graphic and product design. Experienced in visual communication and branding, with solid design strategies that have led to successful initiatives. An increase in customer satisfaction, and sales have resulted in recognition as a brand innovator and owner of a US Trademark. Deadline driven, resourceful team player reflects passion for creative win-win teams. Innovator and driver of new concepts resulting in #1 top selling items in the gift markets.

work experience

Senior Graphic Designer

2017 – Present

Custom Personalization Solutions

Successfully design and develop new initiatives in the wood division of the company, increasing revenue by 40% and demanding the acquisition of 5 additional laser cutters. Design several #1 top selling items within the company, increasing revenue by 30%. Continue to innovate and drive sales to top selling companies including PBS, Signals, and Zulily.

Senior Graphic Designer

2009-2017

Enesco

Concepted an in-house brand earning a US trademark, and resulting in a million dollar sales category within the giftware/home decor space. Held a showroom at the Atlanta Gift Mart for 3 years. Designed and supported brand and non-brand assests, creating award winning collections.

Graphic Design/Project Management/Product Development

2007-2009

1-800 Flowers/DesignPac

Developed and executed several gifts for the Club Space including Costco, Sam's Club, as well as Target and Walmart. Designed and built gifts to include food, hard and soft goods. Collaborated closely with costing, and graphic design teams to build cost effective goods. Directed package designer to customize packaging for specific products. Executed technical drawings for ceramics, fabrics and woven products. Set up plan-o-grams with clients for seasonal in store presence.

work experience

Senior Graphic Designer
1997-2007
Houston Harvest Gift Products LLC
Graphic Designer
Designed products for seasonal gift lines, including packaging and hard goods for Target. Increased revenue from 2M to 4M within 2 years.

Graphic Designer
Global Graphics LLC
Designed collateral materials for a variety of clients.

Graphic Designer
Chicago Display Marketing
Designed graphics for in store displays and trade show exhibits.

skills & competencies

Branding & Identity Design
Logo Design
Typography
Layout & Composition
Adobe Creative Suite
User Centered Design
Creative Problem Solving
Team Management & Leadership
Project Management

software & trademark

Adobe Creative Suite
Adobe Illustrator
Adobe Photoshop
InDesign

US Trademark for in-house brand "Flourish"

education

Bachelor of Fine Arts
Certificate of Computer Graphics and Design IAMD

fun facts

Member of Barbershop Choir
Member of Clean up Give Back
Member of Des Plaines Chamber of Commerce