

## PROFILE

Experienced in creative direction, print and web production. Skilled at branding, customer relations, technical informational graphic design and online media.

## EXPERIENCE

### **Freelance Designer**, Sketch Infographics, Travelers Rest, SC 2005-present

Branding, brochures, illustrations, signage, drafting, and web design and multimedia DVD for various clients including Siemens, Johnson & Johnson, Palmetto Engineering, Aerie engineering and Clemson Universities Sustainable Agricultural Program and Organic Farm, and non-profit firms such as Upstate Forever, GOFO and Greenville Unitarian Universalist Fellowship.

### **Graphic Communicator**, Aerie Engineering, Greenville, SC 8/2007-present

Re-branded corporate print media. Managed electrical drafting project. Attended trade show events, wrote press releases, planned marketing, and created technical documentation.

### **Graphic Designer**, Atlas Food Systems, Greenville, SC 2/2006-5/2007

Created all graphics for marketing, promotional events, advertising and environmental graphics for medium sized food service company. Weekly proposals. Created vending concession courts and bottled water labels based on client's marketing strategy. Obtained copyrights for over 100 items which I designed.

### **Engineering Assistant/Graphic Designer**, GE contractor, Greenville, SC 9/2005-2/2006

Created brochures, posters and interactive presentation for Engineering Day using GE standards. Created spreadsheets and databases detailing financial spending on gas turbine installation projects.

### **Document Control Manager/Graphic Designer**, Siemens, New York, NY 3/2001-8/2005

Created infographics, documentation and government proposals for multi-million dollar bid for this contract. Created project website. Managed staff responsible for creating, disseminating, and archiving of an ISO 9001:2000 certified documentation system for a ATM network and fiber optic installation project for the New York City Transit Authority's subway system.

### **Technical Draftsperson**, contract positions, USA 1993-2001

Experienced in mechanical, architectural, structural, landscape and civil drafting, **informational graphics**, CAD management, symbol libraries, and development of ISO certified archival systems.

### **PR Assistant**, BSYA, Holmdel, NJ 1994

Assisted in event planning and hosting of the Admiral's Ball in New York.

### **Advertising Manager**, Belks Department Store Aiken, SC 1992

Designed, wrote and placed all newspapers ads and radio media for department store.

## EDUCATION

***Web Design MASTERS Certificate Program***, Sessions.edu, New York, NY, currently enrolled

***Graphic Arts Certificate Program***, Sessions.edu, New York, NY, Nov. 19th 2004

***Web Design & Development Certificate***, Rutgers University, New Brunswick, NJ 2001

***Industrial Drafting Diploma***, Aiken Technical College, Aiken, SC, Aug. 7th 1992

***Computer Graphics Certificate***, Aiken Technical College, Aiken, SC Aug. 7th 1992

***BA, Journalism, Creative Advertising and Media Arts minor***, USC, Columbia, SC May 12th, 1990

***Internships:*** Silverstein & Associates, Atlanta, GA 1991 and Chernoff & Silver, Columbia, SC 1990

## SKILLS

Adobe Suite CS3, MS Office Suite, creative strategy, layout design & illustration, print and web production, CAD, XHTML/CSS, Dreamweaver, digital photography, technical drafting, proposals