

## EDUCATION

**Auburn University, Auburn, AL**  
Bachelor of Fine Arts Degree in  
Graphic Design & Visual Communications

**Faulkner State Community College, Bay Minette, AL**  
Associates of Science Degree in  
Graphic Design & Fine Arts

## PROFESSIONAL PROFILE

I have 16 years experience in the design industry and 14 years focused on interactive design and branding. My specialties include Graph Design, Web Design, Design strategy/branding/identity, UI design, interaction design, human-centered design, interactive application, design typography, information architecture and usability. I also have experience in print design and press work. As an Art Director / Lead Creative Designer for IBM interactive ( a division of IBM Global Services), I directed the development of the aesthetic, functional and content design needed to fulfill the requirements for graphical interface design. I was responsible for ensuring the logical integration of information, design, and content into framework of the visual and functional design.

Most recently I specialized in visual and functional interface design for IBM sponsored event web sites while integrating the newest interactive technologies available. My responsibilities included designing and refreshing event web sites while managing and implementing the production schedule. I worked closely with information architects, the technical team, project managers and clients to insure all processes were followed to standard, and that all client requirements were met within the timeline and budget. I collaborated with the team to design new innovative features and applications for each event web site.

## EXPERIENCE

### **Web Graphic Designer - Sellier Design Inc., Marietta GA - June 2010 to November 2010**

Responsible for visual interface designs and implementing client web sites. I worked directly with each client to understand their business needs/marketing goals and applied these to the creative objectives to create successful web sites. I designed and created all screen designs, related graphics, color palettes and navigation items to ensure consistency throughout each project. I worked with the development team to ensure all designs and guidelines were followed resulting in successful projects and satisfied clients.

### **Art Director / Lead Creative Designer - IBM interactive - Atlanta, GA - 2004 to 2010**

Defines, directs, develops, and is ultimately responsible for the final visual approach of the design. Worked closely with the core design and development team to understand the client's strategic business, marketing, branding, functional, and creative objectives. Oversees the development of the creative solution and application of the brand throughout the course of development and implementation. Experience with presenting creative and branding solutions to current and prospective clients.

### **Associate Art Director / Senior Graphic Designer - IBM Innovation Center - Atlanta, GA - 2001 to 2003** **Lead Graphic Designer / Graphic Designer IBM Interactive Media - Atlanta, GA - 1996 to 2000**

Lead the development of the creative vision into graphical screen designs and all graphic interface elements. Implementing the design detail of interactive screens functionality, page structure, application design, icon design, typography, color schemes and overall balance of design elements and layout. Lead team of graphic designers in the final production and development of overall graphical interface design and photo manipulation for all screens. Maintained administrative tasks like estimates, scheduling, billing, etc.

### **Graphic Designer / Production Artist - IBM Consulting & System Integration - Atlanta, GA - 1994 to 1996**

Responsible for the complete production and development of high-end client proposals, client deliverables, and executive graphic presentations for IBM C&SI. Responsible for formatting page layout and design, technical graphic design, image editing, desktop publishing, pre-press design, customized color design, organization of multiple documents, complete proposal assembly, and data base management. Worked directly with clients and team members to achieve a solution usually under deadline pressures.

## SKILLS / KNOWLEDGE / AWARDS

- Well developed interpersonal skills that have allowed for my dynamic and enthusiastic team to thrive.
- High Level graphic design skills for web design and development. Constantly researching and acquiring new skills within the latest technology to keep up with the current trends in the market.
- HTML & CSS Skills
- Working knowledge of D/HTML, JavaScript and Flash Scripting from the graphic designer's perspective.
- Confidence in executing high-level meetings with clients.
- Knowledgeable on both Macintosh and PC platforms.
- Experienced with professional graphic design software including Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Flash CS5, Adobe InDesign CS5, Adobe Acrobat Pro. Also proficient in Microsoft Office.
- Experienced with graphic design for print. Designed and provided color expertise for two publications of IBM C&SI marketing ads in Fortune Magazine. Also designed financial brochures and packaging material for Morgan Stanley Dean Witter, and other press and printing experience.
- Received an IBM e-business Services Excellence Award for achieving multiple successful IBM web events/projects in a single year.
- Received 2 AIS Service Excellence Team Awards for the design of the Masters Golf Tournament Web Site.

### **current sites:**

masters.com

merchantsvc.com

rolandgarros.com

fishdb.com

signature-surfaces.com

thecardinalfinancialgroup.com

## FREELANCE WORK

### **Signature Surfaces LLC**

Custom stone design, fabrication and decorative stone work.

Logo Design & Stationary  
Marketing Folder & Brochures  
Wed Site Design & Flash Galleries

### **fishDb.com**

Resource for fresh and salt water fish, and building and maintaining your fish tanks.

Logo Design  
Wed Site Design

### **LNC Merchant Services**

Credit card processing.

Logo Design & Stationary  
Tradeshow Banner  
Wed Site Design

### **Cardinal Financial Group**

Financial Management.

Logo Design & Stationary  
Wed Site Header Design

Various other logos, packaging designs and web site designs including entertainment, event planning, local artist, technical services, computer networking, construction, solar energy, residential & commercial realty, conservation services, Nightclub signage and DJ booth signage.