



ART DIRECTOR, DESIGNER, *and* ILLUSTRATOR

CONTACT

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EDUCATION

**University of Southern Indiana,
Evansville, IN * 2018**
Bachelor of Science: Graphic Design

SKILLS

Creative Concepting
Art Direction
Branding & Identity
Logo Design
Adobe Creative Suite
Illustration
Packaging Design
Environmental Graphics
Interior Design
Photo Art Direction
Video Art Direction
Storyboarding
Web Design
UX/UI Design
HTML/CSS
Management
Client Communication

EXPERIENCE

Hirons * Indianapolis, IN * March 2022 – Present

Senior Designer (July 2023 – Present)

Designer (March 2022–July 2023)

- Concepting digital/print media campaigns.
- Researching and designing company identities.
- Brainstorm with Hirons' digital team on website design for client websites and campaign landing pages.
- Collaborated with our director of print to create environmental installations for trade show booths and office installations.
- Collaborated with freelance photographers and videographers.

Sahm's Hospitality Group * Indianapolis, IN * August 2021 – March 2022

Visual Designer (August 2021 – December 2021)

Brand Director (January 2022 – March 2022)

- Collaborated within Sahm's marketing department to create brand guidelines, strengthen the visual identity of Sahm's 14 different brands of restaurants
- Create print and digital assets for email and social media campaigns, and provided support to Sahm's brands with weekly menu updates.

Beck's Hybrids * Atlanta, IN * July 2018 – August 2021

Sr. Graphic Designer (February 2021–August 2021)

Graphic Designer (July 2018–February 2021)

- Collaborated with marketing department and creative team to produce marketing materials including digital display, event collateral, social media strategic content, promotional booklets, direct mail pieces, digital signage, and interactive brand experiences.
- Participate in collaborative creative concepting for each sales year.
- Concept campaigns for Beck's social media and Why I Farm's social media.

Painting with a Twist * Evansville, IN * 2014 – 2017

Studio Manager

- Responsibilities included event coordination, studio upkeep, maintaining studio supplies, representing company during networking events, social media marketing, hiring and training new employees, documenting company records, and managing payroll.
- Creating custom artwork for themed private parties.