

## Brand Designer/Senior Graphic Designer/Design Lead

Senior Brand Designer with 10+ years of experience driving innovative design, strategic brand transformations, and multi-channel creative for organizations spanning global consumer brands — including Continental Tire and General Tire — to enterprise B2B SaaS and technology companies. Career began in magazine publishing as a Production Director, buying paper and managing print production and layout for every issue — a grounding in craft, deadlines, and cost that still shapes the work.

Lead creative contributor on the IRI + NPD rebrand to Circana, shaping how a newly merged brand is perceived in the market and building the visual identity and design system that now guides brand presentation for thousands of employees worldwide. Skilled at translating brand strategy into measurable market impact — stronger engagement, lead generation, and stakeholder trust — through creative concept development, digital content strategy, and cutting-edge design tools, including AI-driven platforms. Passionate about building cohesive brand identities that resonate globally and give organizations a competitive edge, backed by strong creative operations and business acumen.

## Core Competencies

Design & Creative/Art Direction | Team Mentorship | Visual Storytelling | Cross-functional Collaboration | Adaptability & Trend Awareness  
Brand Guidelines & Consistency | Creative Concept Development | Brand Asset Development & Management  
Creative Campaign Execution | Multi-channel Marketing | Strong Writing Skills | Vendor & Resource Management | Project Management  
Data Visualization | Editorial Design | Information Design | Print Production | Typography | Creative Strategy | Editorial Production | Event Design | Packaging Design | Web Design

## Technical Competencies

**Design Software** — Photoshop | Illustrator | InDesign | After Effects | Premiere | Acrobat | Canva | Figma

**AI Tools** — Claude | Gemini | Seedream | Nano Banana | Recraft | Grok | ChatGPT | Firefly | Kling | Among Others

**Collaboration & Workflow** — Google Suite | Microsoft Office | Wrike | Slack | Teams | Zoom | Miro

## Professional Experience

### Circana, Senior Graphic Designer

Lead creative contributor to the IRI + NPD rebrand to Circana, a B2B data-and-analytics SaaS company, developing a wide range of brand assets, visual systems, templates, and marketing collateral. Experienced in campaign ideation, art direction, information design, social content, direct mail, and mentoring junior designers, with a strong focus on creating work that is both strategically aligned and visually compelling.

### Selected Achievements & Responsibilities

- < Played a key role in the IRI + NPD rebrand to Circana, designing a broad range of brand assets and collateral that established and reinforced the visual direction for the creative team.
- < Developed white papers, brochures, infographics, one-pagers, social media assets, animated content, charts, illustrations, imagery, typography systems, and reusable templates across digital and print platforms.
- < Designed targeted direct-mail campaigns and packaging for key clients, supporting initiatives that generated more than \$1M in revenue.
- < Launched and developed Circana's LinkedIn Organic Document Post Program, creating branded content that consistently achieved 16–30%+ engagement rates.
- < Actively contributed to campaign ideation and creative strategy, developing both visual concepts and messaging for integrated digital and print campaigns.
- < Created custom creative for events (signage, booth design systems, car wraps, collateral), special initiatives, client presentations, and marketing programs, adapting the brand to a wide variety of unique business needs.
- < Established visual styles, design templates, and creative standards that enabled greater brand consistency,

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efficiency, and scalability across the creative team.

- < Mentored junior designers, providing creative direction, design feedback, and guidance on applying brand standards effectively.
- < Continuously researched emerging technologies, design trends, and evolving creative practices, identifying opportunities to modernize the brand and improve the impact of visual communications.
- < Delivered a diverse range of creative solutions across formats and audiences—from highly structured data visualization to conceptual campaign imagery—serving as a go-to designer for complex and high-visibility projects.

## Professional Experience, continued

### Freelance Art Director/Graphic Designer

Versatile Freelance Art Director and Graphic Designer providing strategic creative direction and hands-on design across print, digital, editorial, and brand communications. Partnered with major national brands, agencies, and corporate clients to develop compelling, brand-aligned creative from concept through final production.

- < Provided art direction and graphic design for a diverse portfolio of clients, including Continental Tire, General Tire, MaxPoint (later Valassis Digital), The NPD Group, and Novozymes, as well as numerous creative and advertising agencies.
- < Designed a broad range of marketing and communications materials, including infographics, brochures, advertisements, magazine layouts, logos, social graphics, websites, presentations, and custom collateral.
- < Translated complex information and business objectives into clear, engaging visual communications tailored to specific audiences and marketing goals.
- < Managed projects from initial concept and creative development through design, revisions, and production, balancing multiple clients, deadlines, and priorities.
- < Collaborated directly with clients, marketing teams, and agencies to define creative direction, solve visual challenges, and deliver polished work aligned with brand standards.
- < Adapted quickly to different industries, audiences, and brand identities, bringing a flexible, solutions-oriented approach to every engagement.

### Bird Watcher's Digest

As the Production Director, I oversaw the entire production process of Bird Watcher's Digest, the Backyard Bird Newsletter, the Backyard Booklet Series, Wild Birds Unlimited's newsletter BirdTracks, as well as all other print jobs for BWD.

I was responsible for the layout/design in whole or in part of all publications and printed items, had the opportunity to assist in various books published by Cool Springs Press and Houghton Mifflin, and maintained the production budget.

## Education

BA Marietta College, Marietta, OH | Graphic Design