

Combines 12 years of expertise in print and apparel design, creating innovative visual solutions based around utility and brand consistency. Brings a thorough understanding of the applications of design across multiple platforms, stemming from 10 years of production experience. Skilled at prioritizing multiple short and long-term project priorities with a reputation for honesty, integrity, loyalty, and strong work ethic. Additional highlights include:

- Multi-faceted expertise across design, production, typography, branding systems, and content management.
- Skilled at recognizing and translating emerging trends into marketable design strategies and concepts.
- Strong communication skills with a knack for understanding and formulating client expectations through effective questioning and listening.
- Extensive client facing experience and knowledge of the design and production process from a business standpoint gained from working in entrepreneurial and small business environments.

AREAS OF EXPERTISE

Print Design & Production | Branding & Identity Systems | Apparel Design | Typography
Page Layout | Trend Analysis | Print-on-Demand Solutions | Logo Design
Proficiency in Photoshop, Illustrator, InDesign, Windows & Mac OSX

PROFESSIONAL EXPERIENCE

Creative Director, Founder, ASPYRE SOLUTION, Brooklyn, NY 2007 - Present

Specialize in design and branding solutions for logo and identity systems, customized print-on-demand products, photography, and web design for small businesses across education, media services, and health and wellness.

- Work with clients to refine and adapt existing brand identity for internal purposes including marketing materials and customized apparel and accessories.
- Manage technical and creative resources to deliver complete branding solutions.
- Responsible for driving all aspects of the business across creative planning and execution, client management, new business development, and operations.

Art Director, Designer, SCREEN EAST, INC., New York, NY 2009 – Present

Sole designer and creative lead responsible for managing technical and creative resources for branded products, logo development, and custom apparel design for small business clients.

- Worked with clients to establish design specifications and create initial artwork concepts.
- Led design and production of official apparel products for large local arts and crafts fairs.
- Developed and implemented a secure file management system.

Graphic Designer, WACTOR & ASSOCIATES, Orangeburg, SC 2002 – 2011

Designed and produced custom artwork for a national wholesale apparel retailer, responsible for preparing art and prepress files for direct mail marketing, sales catalogs, and corporate website.

- Researched and translated emerging trends into marketable design strategies.
- Produced designs for licensed apparel in compliance with the Collegiate Licensing Committee, US Copyright Office, US Patent and Trademark Office, and Grits®, Inc.
- Worked with clients to determine creative project scope and expectations.

EDUCATION

BFA, Visual Communications, AMERICAN INTERCONTINENTAL UNIVERSITY