

Multi-talented Designer & Front End Developer skilled in digital experiences, branding and visual communication with **8+ years** of agency and in-house experience. **Self-motivated with strong attention to detail, exceptional communication skills and a creative mindset.**

WORK EXPERIENCE

Designer & Developer, Independent FEB 2012 - CURRENT

Continued success servicing clients in branding, advertising and marketing design, website design and development, promotional collateral creation, social media promotion, brand support materials, and team leadership. Clients include:

- ✓ Five Points Association
- ✓ Village Family Dental
- ✓ Hendrix Columbia
- ✓ The Vista Guild
- ✓ Methodist University
- ✓ Chernoff Newman
- ✓ The Gourmet Shop
- ✓ SOCO - The Columbia Cowork
- ✓ US Addiction Services

Interactive Designer & Developer, Chernoff Newman MAR 2015 - JAN 2018

Responsible for creating and delivering web design and development projects for agency clients across the food & beverage, healthcare, education, real estate, and workforce development industries. Main focus: front end development, digital design, art direction, and UI/UX design.

- ✓ Created overall campaign concept for the South Carolina Department of Agriculture's Certified SC Grown initiative. Developed campaign's digital projects.
- ✓ Successful rollout of the University of South Carolina Health Science's Degrees of Health campaign concept. Development of campaign website and digital advertising collateral. Art direction of campaign commercials.
- ✓ Creation of new branding direction for Columbia's Main Street District. Design and development of new website. Art direction for photo shoots.
- ✓ Responsible for expansion and update of agency's website, including design and development.
- ✓ Front end development of Carne's Crossroads neighborhood and real estate website. Integrate website with client's home listing platform.

Community Manager, SOCO OCT 2014 - APR 2016

Early involvement as a successful member led to position as community manager for Columbia's first creative/tech cowork. Position held alongside a successful independent design and development career.

- ✓ Oversee day-to-day community management duties.
- ✓ Conduct applicant interview process and member on-boarding.
- ✓ Plan and execute community coworking events including zero days, industry speaking events, industry conference integration.

EDUCATION

Fine Arts / Graphic Design (BA) AUG 1998 - JUN 2002

Coker University, Hartsville, South Carolina

AWARDS

AAF District 2019

Best of Show

AAF Midlands 2019

Best of Show

AIGA SC - INSHOW 21

Best of Branding

Best Website

Mercury Awards 2017

Award of Merit

AAF Midlands 2015

Microsites - Silver

AAF Midlands 2018

Best of Show

Best of Interactive

Brand Campaign - Gold

Landing Page - Gold

Video Campaign - Silver

AAF Midlands 2017

People's Choice Winner

Special Judges Award

Best of Show

Consumer Website - Gold

Best of Interactive - Gold

Brand Identity - Silver

SKILLS

Proficient

- Web Design, Front End Development, Branding, Art Direction, UI/UX Design, Visual Design, Back End Development support, Print Production
- Adobe Photoshop, Illustrator, InDesign; Affinity Photo, Designer
- HTML, CSS, SASS, Craft, Kirby, Wordpress, Git
- Foundation, Bootstrap, Twig

Working Knowledge

- Invision, Sketch, MAMP
- PHP, Javascript, JQuery, NodeJS, NPM, MySQL