



## SKILLS & QUALIFICATIONS

Efficient, self motivated graphic designer with additional skills as a photographer and illustrator. Proficient in a variety of design and production programs, including: Adobe Illustrator, Photoshop, InDesign, Flash, After Effects, Dreamweaver, Premier, Acrobat, Quark XPress, Microsoft Powerpoint, Word and Excel. Experienced using both Mac and Windows platforms.

## CREATIVE EXPERIENCE

### **Graphic Designer:** 2003-Present

*Kenney Marketing & Advertising, Philadelphia, PA / King of Prussia, PA*

Experience dealing directly with clients to communicate ideas clearly and quickly. Responsible for producing a variety of marketing and advertising materials for Brother™ International Corporation including:

- Creating Flash and After Effects videos for web marketing, in-store Point-of-Sale displays and trade show loops
- Preparing HTML product description pages for Amazon.com
- Art-directing product photo shoots; work directly with client and photographer to achieve desired results
- Designing the annual 40-page corporate product guide, brochures, flyers, ads and other printed sales materials
- Designing packaging for P-touch® Electronic Labeling Systems
- Designing trade show banners and in-store signage
- Photographing products and supplies, and producing product application shots, in-house

### **Freelance Photographer:** 1998-Present

*Various clients and locations, including:*

- Numerous cover photographs for weekly entertainment paper, *Philly Edge*. Responsibilities included: obtaining models, scouting and coordinating shoot locations, and executing final photographs. Featured cover models include: NBC Sportscaster, Jade McCarthy, Philadelphia Phillies Ball Girls, Philadelphia Kixx Cheerleaders, and Philadelphia Wings Lacrosse Players & Cheerleaders.
- Event photography for WYBE (now MiNDtv),
- Head shots for clients of Oscar Design
- CD album photographs and head shots for *Travis Wetzel Trio*
- Wedding photography
- Maternity photography

### **Freelance Graphic Designer / Web Designer / Photographer:** 2009-Present

*FitBody Personal Training, Kimberton, PA*

Created logo identities for both FitBody Personal Training and Carolyn's Boot Camp. Designed post cards and purchased mailing lists to send to localized areas. Created flyers, business cards, signs, ads and T-shirts. Built and currently maintain website using CSS.

### **Freelance Graphic Designer / Web Designer:** 2008-2011

*Leone's Deli, Woodridge, NJ*

Created logo identity, which includes a hand drawn illustration, designed and maintained website and take-out menu.

### **Freelance Graphic Designer / Web Designer:** 2008-2009

*Tower Investments, Inc, Philadelphia, PA*

Completed and launched Flash website, created e-mail and paper invitations, posters and post cards for unique events sponsored by Tower, designed and updated newspaper ads and flyers.

***Freelance Illustrator / Graphic Designer: 2006-2007***

*"Poppie Carmine" Children's Book, Exton, PA*

Sketched drawings by hand, scanned and computer colorized. Designed the book, and worked directly with the publisher and printer to produce the look I envisioned.

***Freelance Graphic Designer: 2005-2006***

*Montco Fence, Limerick, PA*

Redesigned product brochure to include current selections available for fencing, color-corrected images to make consistent, revised brochure when updates were needed.

***Intern: Summer 2002***

*Price Communications, Philadelphia, PA*

Made client changes, re-sized and proofread ads, produced mock-ups for clients, researched photos, worked with Flight Check program to prepare documents for printer, created logo options for clients, produced multiple hand-made promotional folders.

***Intern: Summer 2002***

*Main Line Health, Wynnewood, PA*

Collaborated to create new logos, produced two, 2-color brochures to be distributed throughout MLH hospitals, designed many other hospital related documents, researched and selected stock photography for clients.

***Summer Camp Art Instructor: Summer 2000***

*YMCA, Audubon, PA*

Created artistic lesson plans and instructed children enrolled in the *Camp YUMKA* summer camp program. Students ranged from kindergarten through 8th grade. Helped create artwork and props for the end of summer talent show.

## EDUCATION

2003 Graduate of Kutztown University, Kutztown, Pennsylvania  
BFA Communication Design  
Summa Cum Laude

## INTERESTS

- Learning to play the guitar, and practicing those tricky bar chords
- Taking American Sign Language classes
- Snapping photos wherever I go
- Embracing the world as one big learning experience!