

industry experience



Performance Bicycle – In-house Designer

Chapel Hill, NC - December 2009 to Present

- Taking direction from Merchants and Art Director to produce Performance catalogs and direct mailers.
- Designing bicycle graphics based on printer specifications.
- Meeting critical print deadlines without compromising quality of work



MarketSmart Advertising – Jr Art Director

Morrisville, NC - April 2008 to December 2009

- Concept new artwork for SUBWAY® restaurants, over 25 markets and nearly 3,000 stores. Artwork focused strongly on the \$5 Footlong promotion with the upsell of chips and drink. Mediums include window static, menu panels, menu footers, counter cards, billboards, and flyers.
- Working along side Creative Director, Art Director, copywriter, and other designers to create campaign artwork to brand companies. Clients include NC State Fair, UNC Healthcare, and NC Aquariums.
- Miscellaneous projects such as photography, extensive photo retouching, and flash web development.



Avenue Z Graphics – Designer

Raleigh, NC - November 2007 to April 2008

- Communicating with elementary schools, colleges, and small businesses directly to understand their needs.
- Designing T-shirts and logos for screen printing based on customer specifications.
- Understanding the screen printing process and PANTONE® colors for accurate and efficient printing.

education



School of Communication Arts - Wake Forest, NC - September 2005 to December 2007

- Associates Degree in Digital Media
- Cumulative GPA 3.91
- Extensive coursework with Adobe Photoshop, Illustrator, InDesign, Flash, and Dreamweaver.
- Preparing files for both web and print. Extensive education in grid layout, typography, CSS, HTML, ActionScript, photography and lighting.

skills and proficiency

- Dual platform proficiency on Windows and Mac
- Wacom tablets
- Nikon photography equipment
- Adobe Creative Suite CS4 and CS5

Adobe Acrobat	●	●	●	●	○	○	○	○	○	○
Adobe Dreamweaver	●	●	●	●	○	○	○	○	○	○
Adobe Flash	●	●	●	○	○	○	○	○	○	○
Adobe Illustrator	●	●	●	●	●	●	●	○	○	○
Adobe InDesign	●	●	●	●	●	●	○	○	○	○
Adobe Lightroom	●	●	●	●	●	●	○	○	○	○
Adobe Photoshop	●	●	●	●	●	●	●	●	○	○

awards and affiliations

- 2011 Silver ADDY - Public Service Campaign
- 2008 Student Gold ADDY award
- 2007 School of Communication Arts “Creative Excellence” award
- 2007 School of Communication Arts Salutatorian
- 2007 National Technical Honors Society Member
- Nation Association of Photoshop Professionals (NAPP) member
- American Institute of Graphic Artists (AIGA) member

work examples

