



PROFESSIONAL SUMMARY

Experienced designer and art director with over fifteen years of experience in the creative field, specializing in brand and identity, print advertising, and user interface and experience, with additional experience in myriad additional disciplines including copywriting, photo editing, web 3, B2B, book publishing, pharmaceutical marketing, environmental signage, web design, and more. Particular expertise in creative problem-solving and deadline management thanks to extensive freelance work.

EMPLOYMENT HISTORY

JKGD.NET | FREELANCE GRAPHIC DESIGNER

PHILADELPHIA/BALTIMORE

Brand and identity development for clients of all sizes and types.

SEPT 2005 – PRESENT

- Create infographics to distill complex data to easily digestible images.
- UX and brand consulting for a variety of new web and web3 companies.

HARRIS, BAIO & McCULLOUGH | ART DIRECTOR

PHILADELPHIA

- Manage brand consistency across dozens of types of media for international brands.
- Design and layout catalogs, brochures, and annual reports.
- Manage junior designers on large projects.
- Develop brand templates for use across multiple ad agencies around the world.

OCT 2008 – MAY 2017

DORLAND GLOBAL | STUDIO DESIGNER

PHILADELPHIA

- Design nationally distributed pharmaceutical packaging.
- Construct tradeshow booth layouts, visitor gifts, and promotional mailers.
- Work closely with medical editors and commercial videographers to ensure consistency and accuracy.

MAY 2007 – SEPT 2008

SAINT JOSEPH'S UNIVERSITY PRESS | GRAPHIC DESIGNER

BALA CYNWYD, PA

- Design, layout, and revise books for release by the Press, from manuscript to production.
- Manage pre-production, screen and plate production, supervise bindery, approve proofs.
- Design and layout for monthly university magazine.
- Contribute to University re-branding.

AUG 2003 – JUL 2006

CORE COMPETENCIES & PROFICIENCIES

- Brand & Identity Development
- UX Consulting
- Infographic Development
- Print Advertising
- Social Media Marketing
- Package Design
- Publication Layout
- Ad Copywriting
- Web Design
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma
- HTML & CSS
- Web3
- Powerpoint, Google Slides, Keynote

PAST & CURRENT CLIENTS

- Aramark Foods
- Customer's Bank
- Drexel University
- Enersys Performance Batteries
- Ikea
- IPS Corporation
- Wisdom Panel / Mars, Inc.
- NEP
- Philadelphia Animal Welfare Society
- Queen Village Neighbors Association
- Roche Pharmaceuticals
- SKF International
- Special Olympics, Florida
- Subaru
- Tates Creek Publishing