

## *Creating ROI driven solutions through engaging, brand experiences tailored to the customer journey and shopping environment.*

*For nearly 12 years I have worked strategizing, conceptualizing, planning and producing brand experiences across global automotive, food & beverage, retail, medical and construction industries. I focus on solutions that drive business goals through brand touch points that convert into engaging customer experiences. I employ data & research along with industry knowledge to produce interactive, visual & motion designs that fit the environment they are meant to support and customer journey they are meant to facilitate.*

### ■ **Affinitiv** - Senior Creative Director | Art Director

02/2018 - Present

Leading a 30+ person team of designers, developers and project managers. Evolving processes and functions of the creative and production phases. Providing strategic, creative and technological direction to push the limits of SAS platform and create engaging and effective experiences. Using responsive design principals to create module based designs that represent the unique brand visions of top 10 automotive brands while supporting their vast franchise voices. Planning and concepting content strategies based on business objectives and analytical research of qualitative and quantitative metrics. Led and consulted on internal brand initiatives and B2B efforts.

### ■ **DCI-Artform** - Digital Strategist | Account.Program.Project Manager | Art Director | Designer

10/2012 - 11/2017

End-to-end (concept to post-roll out support) production of in-store retail, mobile and web applications. Led brand focused, strategic concepts for next generation interactive and digital signage programs. Converted customer experience goals to rich user experiences through engaging user interface design. Subaru digital in-store client and account support & advocacy. Daily project management of design and development teams. Wireframe, prototype & design kiosk, web and app user interface & content. Storyboard & produced digital signage content for global brands including Subaru, Nissan, Infiniti, Walgreens, Hyundai, Kroger Foods And Mopar.

### ■ **Logan Productions** - Interactive Designer Developer | Video Production Streaming Tech

07/2011 - 10/2012

Supported the design and development of live web streaming players and reporting applications. Production support for live event and video projects for global brands like John Deere, Caterpillar And Hospira. Developed in-house inventory application to track equipment usage and statistics for rentals as well as production projects

### ■ **Pevnick Design** - Digital Media Artist

01/2010 - 02/2011

Digital media production including photography, videography as well as marketing and web development. Designed and developed live event graphics and programs while also supporting the physical construction of the machines.

### ■ **University Of Wisconsin-Milwaukee - Peck School Of The Arts** - Bachelor Of Fine Arts

2010

Studied interdepartmental arts focusing on emerging technology mediums and traditional art principals.  
Irl 2010 - a collaborative thesis project that culminated as a networked, mobile robot.

### ■ **Sussex Hamilton High School** - Volunteer

2012 - 2018

Build and maintain digital content for large format video scoreboard. Instruct and mentor live event and video production students.

### ■ **Canine Cupids Dog Rescue** - Volunteer

2014 - 2018

Concept and create web and print marketing materials. Support social media and web development.