

EXPERIENCE

July 2006–present
Senior Art Director
 Washington State University,
 Marketing Communications
 Pullman, Washington

- Direct creative development and marketing executions that directly impact student recruitment, faculty recruitment, fundraising, and key influencer relationships.
- Develop the university's annual marketing plan and communications strategies in collaboration with communications team.
- Manage university's visual identity including logo use, color management, and institutional messaging.
- Mentor junior design staff and manage department's design work flow.
- Collaborate with Web design team to ensure consistent brand application on all print and Web materials.

August 2007–Present
Adjunct Instructor
 Washington State University,
 The Edward R. Murrow School
 of Communication

- Teaching visual communication concepts to upper division public relations and journalism students.

August 1993–Present
Freelance Graphic Designer
 Pullman, Washington

Clients and projects:

- Florida State University, College of Criminology and Criminal Justice—brand development, various publications, displays, and PowerPoint presentations
- Rocky Mountain Modern Language Association—annual journal, conference materials, and newsletters
- Koinonia House—fundraising brochures

Pro-bono work

- Pullman Civic Trust—brochures and advertisements
- St. Thomas More Catholic Newman Center—identity program development, brochures, and newsletters
- United States Masters Swimming—brochures, newsletters, and displays for local, and national organizing committees

July 2005–July 2006
Senior Design Manager
 Washington State University,
 Marketing Communications

- Collaborated with marketing colleagues to develop print projects in support of the university's marketing plan.
- Deepened campus understanding of university's brand identity by communicating details about design

- strategies and benefits to campus constituents.
- Worked with editors, photographers, illustrators, print shop personnel, and vendors to ensure high-quality, cost-efficient production.

January 2001–June 2005
Web Design Manager
 Washington State University,
 Marketing Communications

- Developed and executed on-line marketing strategies to enhance institutional image in collaboration with marketing and technology teams.
- Created distinctive Web sites for special events.

August 1991–December 2000
Graphic Designer
 Washington State University,
 University Publications and
 Printing

- Collaborated with in-house editorial colleagues and external clients to develop concepts for assigned projects.
- Designed and coordinated production of various university publications including newsletters, student recruitment brochures, annual reports, event fliers and invitations, and books.

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EXPERIENCE (CONTINUED)

October 1988–July 1991
Senior Graphic Designer
 Washington University,
 St. Louis, Missouri

- Developed concepts for assigned university publications with editorial colleague and on-campus client.
- Responsible for the layout, and production of publications.
- Coordinated with outside vendors to produce publications.
- Instructed an adult education course in corporate identity.

Spring 1989–Spring 1991
Adjunct Design Instructor
 St. Louis Community College,
 St. Louis, Missouri

- Taught beginning and second semester graphic design students in basic layout and typography design.

SOFTWARE

- Macintosh desktop publishing, OS X
- Adobe Creative Suite 2 including InDesign, Illustrator, Photoshop, The Bridge, and Acrobat
- Macromedia Dreamweaver, and Fireworks
- Familiar with Microsoft Word, Excel, Powerpoint, and Microsoft Entourage

AWARDS

- 2007, Silver Medalist, Council for the Advancement and Support of Education (CASE) District 8, Washington State University (WSU) Research Viewbook
- 2007, Silver Medalist, CASE District 8, WSU Presidential Search Web site
- 2007, Bronze Medalist, CASE District 8, WSU Seattle Week Web site
- 2006, Bronze Medalist, CASE District 8, WSU Innovators invitation package
- 2003, Newsletter of the Year, United States Masters Swimming
- 2000, Bronze Medalist, CASE District 8, WSU College of Veterinary Medicine, Centennial History
- 1997, Silver Medalist, CASE District 8, WSU Distance Degree Programs Learning Opportunities poster
- 1996, Silver Medalist, CASE District 8, WSU *Hilltopics*, alumni publication
- 1995, Bronze Medalist, CASE International Circle of Excellence, WSU *Hilltopics*, alumni publication
- 1995, Bronze Medalist, CASE District 8, WSU Vancouver invitation package
- 1994, Bronze Medalist, National University Continuing Education Association, WSU Distance Degree Program, mixed media campaign
- 1993, Silver Medalist, CASE District 8, WSU *Hilltopics*, alumni publication
- 1991, Award Winner, Judevine Center for Autism, St. Louis, Missouri, Festival of Trees poster competition
- 1991, Honorable Mention, National School Public Relations Association, Washington University in St. Louis, John M. Olin School of Business brochure
- 1986, Award Winner, Downtown Colorado Springs, Colorado, logo competition

EDUCATION

California State University, Chico
 Bachelor of Arts, Visual Communications,
 Business Cluster Minor

San Joaquin Delta College, Stockton, CA
 Associate of Arts