

## Summary

Senior creative designer with over twelve years experience specializing in corporate identity, print collateral, direct mail programs, advertising, web design, and creative management. Expert in utilizing industry standard applications such as Photoshop, Illustrator, Dreamweaver and InDesign. Special emphasis on conceptual design and communication goals with a high attention to detail.

## Education and Certifications

- University of Georgia BFA, Art (8/96) - Georgia Hope Scholarship
- Adobe Certified Expert (ACE), National Association of Photoshop Professionals
- Ross Systems Outstanding Achievement Award, 2001
- Winner 2006 Turbine/LotRO Design Competition

## Work Experience

### **Automatic Data Processing, Inc. (ADP) – Alpharetta, GA**

*Marketing Programs Creative Manager, Marketing (9/2006 – present)*

- Design and execution of planned product and program related deliverables, including brochures, presentations, mailers, advertisements, and web pages. Successfully manage creation and implementation of corporate re-brand campaign with ongoing support duties across multiple business units.
- Provide creative management for Meeting of the Minds, Sales Rally and other programs/events. Develop all creative including onsite guides, signage, promotional materials, templates and various sales tools.
- Cross-functional Creative Direction: Manage production of MarCom materials. Assist other business units with creative direction and vendor management in order to ensure consistency in all tools being developed.
- Budget and Vendor Management: Manage vendors for MarCom production. Cultivate and manage a pool of resources that can be called upon for dependable freelance or production assistance.
- Project Management: Maintain project plans and timelines in order to ensure that creative projects are developed on time and on budget. Advise when external vendors are needed to meet deadlines, and manage their contributions.

### **Ross Systems Incorporated – Atlanta, GA**

*Senior Creative Designer, Marketing (2/2001 – 6/2006)*

- Responsible for project management, creation and delivery of design oriented programs focused on building new leads for the sales pipeline. Tasks include direct mail and advertising creation, tradeshow booth design, and collateral layout.
- Manage collateral conversion projects for corporate acquisitions. Successfully merged visual branding of IMI, Pivotal Software, and JRG Software to the Ross Systems brand. Conversion duties include PowerPoint templates, MarCom datasheets and whitepapers, customer success stories, and sales brochures.
- Design, create and distribute all Ross MarCom oriented collateral for North America and the United Kingdom. Tasks include overall creation of product datasheets, whitepapers, PowerPoint, and Sales brochures. Create web pages to serve as landing pages for our various Direct Marketing programs in order to provide tracking data.
- Work closely with multiple vendors including printing and advertising agencies to ensure delivery timeframes are acceptable and within budget.
- Manage art direction and execution for the yearly user conference RossWorld and the bi-yearly Global Sales Meeting. Duties include promotional web site design, PowerPoint template creation, automated kiosk presentations and print collateral design.

## **Ross Systems Incorporated – Atlanta, GA**

*Senior Graphic Designer, Application Development (2/2000 – 2/2001)*

- Responsible for creating interface designs and web sites for Ross customers utilizing story boards and prototype design in Photoshop and Dreamweaver. Worked with a team of developers to bring design vision to functional product.
- Acted as senior designer for the entire Ross software suite. Responsible for converting the user interface of these products to match the visual branding of the client to which they are sold.
- Handled all aspects of digital imaging, interface creation, and graphic design across multiple divisions with Ross. Work includes marketing collateral design, user manuals and training program layouts, along with various internal and external web site designs.

## **Additional Work Experience**

### **Computer Associates International – Atlanta, GA**

*Lead Graphic Design Consultant, Web Development (9/98 – 2/2000)*

- Responsible for providing graphic design solutions and interface designs for multiple web-enabled applications.
- Traveled nationally to various client sites as a design consultant. Developed imaging and web sites for Chase Merchant Services, Unified Merchant Services, Yellow Book USA, First Republic Bank, Georgia Poultry Laboratories, Great West Life and Annuity, and Computer Associates.
- Responsible for client and project management on all graphic design related tasks. Worked closely with project and business unit managers toward successful project completion.

### **MCI WorldCom – Atlanta, GA**

*Advanced Internet Technical Team, Management (7/96-8/98)*

- Managed a team of advanced level support specialists. Primary moderator for MCI Internet's online support newsgroup (mci2000.users.support). Handled a variety of extensive software troubleshooting while acting as a conduit between support and the user base.
- Worked closely with marketing, product development and project managers to provide quantifiable data from the testing of new software builds, obtaining major call center drivers through Remedy ARS reporting.
- Webmaster of the national support web page: AITT Information Center. Act as primary point of contact for all web issues including server implementation, published collateral and graphic content, and overall project lead.
- Created new hire training documentation and coordinated training programs. Created MCI Internet support documentation for national release.

## **Software Experience**

- Expert in Photoshop CS3, InDesign CS3, Illustrator CS3, Acrobat, PowerPoint and ImageReady.
- Proficient in Dreamweaver, Flash, Eloqua eCollateral, Office Professional, Word, Excel, Publisher, FrontPage, HTML