

CONTACT

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972.775.0685
Dallas, Texas 75254

DESIGN SKILLS

- Print
- Branding
- Advertising
- Publishing
- Packaging
- Environmental
- Digital
- Social Media
- Email
- Web
- Interactive
- UX/UI

PROGRAMS

- InDesign
- Photoshop
- Illustrator
- Acrobat
- Word
- PowerPoint
- Excel
- WordPress
- Unbounce
- MailChimp
- Basic HTML and CSS
- Learning Figma & Adobe XD

Work Experience

Senior Graphic Designer / Creative Department Manager

Tri-Win Direct // Farmers Branch, Texas
2020 — 2021

- Successfully managed over 100 client accounts and increased department revenue exponentially.
- Concepted and designed marketing materials: postcards, flyers, ads, brochures, logos, letters, envelopes, emails, websites, animated GIFS, PowerPoints, and social media graphics.

Graphic Designer / Marketing Specialist

Gateway Mortgage Group, Gateway First Bank // Dallas, Texas
2016 — 2020

- Concepted, designed, and executed work for the huge 2019 million dollar Sales Rally event, deemed best-designed Sales Rally to date. For the event, designed over 50 pieces on a short 4-month time span, while juggling daily design project requests from 1,000 loan officers, branch managers, and executives.
- Consistently designed, every month, visuals for the “The Buzz” email newsletter that reached over 350 loan officers. It is still considered to be one of the most popular designed marketing initiatives implemented.
- Single-handedly conceptualized, designed, and timely executed marketing assets from conception to completion: logos, flyers, digital ads, eBooks, brochures, booklets, posters, logos, signage, postcards, annual reports, PowerPoints, websites, web banners, emails, landing pages, and social media graphics.

Graphic Designer

Xerox / HCA Healthcare managed account // Coppell, Texas
2010 — 2016

- Strategically rebranded 37 HCA Healthcare hospitals and facilities to the Medical City branding, while working alongside upper management, marketing managers, and designers with great success.
- Single-handedly conceived, designed, and executed a hugely successful Doctor’s Day campaign for Denton Regional Medical Center. The concept “World-Class Physicians” was deemed as one of the greatest.
- Executed marketing materials for the launching of the new Medical City of Dallas Children’s hospital mascot, Leo, that was televised on KDFW Fox 4 News.
- Collaborated on projects with executives, marketing staff, and team members, to capture user needs and business goals, while ensuring brand integrity and consistency across all marketing platforms.

Freelance Graphic Designer

Self-Employed // Dallas, Texas
2006 — 2016

- Conceptualized and designed innovative marketing materials for clients.

Graphic Designer

Young America Group // Carrollton, TX
2009 — 2010

- Designed and developed creative product lines that were marketed to Walmart and The Dollar Store.

Education

Google // Online

Continual Learning: Google UX Design Certification (6-month program)
July 2021 — Present

Dallas College // Dallas, Texas

Continuing Education Classes: Web Design I & 2, UX Design
January 2014 — Present

Indiana University - Purdue University Indianapolis // Indianapolis, IN

Bachelor of Fine Arts in Visual Communication Design
May 2008