

DESIGN STUDIO 2010 – present

Designer, strategic thinker, and project manager. Systems design for brands. Design books, publications, web, and marketing, including social media, environmental exhibits, billboards, packaging.

Use InDesign, Adobe Creative Cloud, Sketch, Invision. Develop concept and deliver beautiful design and content. Create visual content by sourcing pre-existing art, or art directing photographers or illustrators. Set beautiful typography. Meticulous production of print and digital creative. Agile project manager. Iterative, flexible, organized.

Collaborate with clients near and far. Regularly work with large editorial teams, or sometimes just one art director — onsite or remotely via phone, email, dropbox, and video conference, with some located in Europe.

PARTIAL CLIENT LIST

Holloway

Sköna

Exploratorium

BarbCo Real Estate Group

Ten Speed Press

Weldon Owen

Callisto Media

Cameron + Company

New World Library

Blurb

East West Healing

Yoga Journal

McGraw Hill

Golden Gate National Parks Conservancy

SKILLS

MAC OS, Adobe CC: InDesign, Photoshop, Illustrator, Bridge, Acrobat. Kindle, Nook, iBook. Sketch, Invision, HTML/CSS, Slack, Wrike, Constant Contact, Microsoft Office, Powerpoint. Print Management, Base Camp, SquareSpace / Word Press, Kindle, Nook iBook ePub, Premier & After Effects

EDUCATION

BA, Combined Major: Design, Photography, Writing, Anthropology

San Francisco State University, Coursework: Graphic Design, Writing, Photography, Visual Anthropology, Ethnographic Methods

Ongoing studies

CCA, UC Berkeley, Art Institute and BAVC Coursework: UX/UI Design, Web/Visual Design, Photography

PROJECTS

EXPLORATORIUM, Senior Digital Designer 2019–2020

Worked remotely with Digital Manager to design Pinterest and social media ad campaign. Also worked with Senior Leadership team and Curatorial Strategist to create concept for presentation showcasing a vision for new museum design. Sourced images to illustrate the content. Created charts and graphs. 76-pages, 3 formats: eBook, Google Slides, and book. Adobe CC, Sketch, Invision.

EASTWEST HEALING, UX/UI Designer & Writer 2019–2020

For nutrition pioneers, developed big picture user flow, content messaging, and website navigation based on the user needs and company offering for web developer to implement. (WIP) Adobe CC, Sketch, Invision, Notion.

SKÖNA, Digital Designer 2019

Worked with team in-house and remotely to design and produce landing pages, email & web banners, eBooks, infographics, large, exhibit elements for Snowflake.com and Paxata. Managed printing of promo piece. Adobe CC, Sketch, Invision.

BARBCO REAL ESTATE, Art Director 2017–2020

Worked with CEO to create new branding. Rebranded entire company look: logo, all print, web, digital and signage systems. Created campaign to show stories of clients. Produced and managed the printing of all designs with various vendors including web. Designed marketing collateral, social media campaigns, web banners, billboards, HTML emails, print ads, and animations. Adobe CC, Sketch, AfterEffects.

WELDON OWEN, Art Director & Photo Editor 2010–2019

Designed books cover to cover. Sourced and selected photographs to illustrate picture books. Art directed illustrators. Art directed photo-shoots. Worked with editorial team weekly to present ideas and work on edits. Readied book for print.

The Lonny Home by Sean Santiago, WO, 2019

Small Space Style by Whitney Leigh Morris, WO, 2018

The Complete Cocktail Manual by Lou Bustamante, WO, 2016

Get the Picture, Dan Richards, WO, 2016

The Complete Book of Home Organization, 2015 and

The Complete Book of Clean, by Toni Hammersley, WO, 2014

How To Photograph Everything, Popular Photography, WO, 2015

TEN SPEED, CAMERON + COMPANY, CALLISTO, Designer 2010–2019

Designed coffee-table books working with coded XML in InDesign, and for agile project-management pace and style: quick decision making, excellence in design, quality printing, while being fast to market.

POTRERO VIEW, Design & Business Manager 2011–2014

Developed visual content and designed 40-page monthly tabloid. Sourced and art directed illustrators. Worked with writers and photographers to develop photo essays. Managed printing. Worked single-handedly. Worked directly with publisher and editor. Updated WordPress website CMS monthly. Created UX/UI Design for an online news and content stream with limited resources.

GAP, INC. Design Director (employee for 10 years) GapBody, Gap, GapKids

During tenure, designed and art-directed photoshoots for marketing collateral, packaging, image campaigns, store signage, and websites in different capacities and departments for U.S. and international markets: UK, Germany, France.

GapBody / Personal Care

Designed scents and cosmetic lines to have modern apothecary feeling. Designed and art-directed packaging for hundreds of products for four brands each season. Throughout the process, maintained excellent organization and communication. Worked closely with vendors to select components, fill product, and print packaging.