

## Summary

I am a Senior Graphic Designer / Illustrator with many years of experience leading projects, individually or as part of a team. The versatility of designing, from a small drawing to a complicated brand strategy, is what I like best about working as a designer. One of the main reasons I went into design, illustration, and art is to help others tell a story. Figuring out a challenging project keeps me learning and growing as a designer/artist. In essence I have always enjoyed what I have accomplished and done with my career but having my designs or illustrations have an impact in my clients audiences is the best acknowledgment I did my job right.

### Print

- Pre-press
- Layout
- Vendor coordination

### Art Direction

- Project/team lead
- Photo direction
- Vendor selection
- Budgeting
- Scheduling and timelines
- Press checks and approvals

### Illustration

- Concept sketching
- Technical and realistic
- Digital and traditional
- 2D & 3D

### Additional

- Agile Methodology
- Brand development & management
- Creating UX visual designs
- Copywriting
- Concept development
- Digital Asset Management (DAM)
- Lean Methodology
- Market research

## Technical Skills

Knowledge of MAC and PC platforms.

### Adobe

- InDesign
- Photoshop
- Illustrator
- Acrobat
- Premiere Pro
- After Effects
- Dreamweaver

### Apple

- iMovie & iPhoto
- Keynotes
- Pages

### Autodesk

- Revit Architecture

### Microsoft

- Word
- PowerPoint
- Excel
- Outlook
- Teams

### Working Knowledge of:

- HTML
- CSS
- Java
- Google Analytics
- Google Developer Tools

## Professional Experience

### SENIOR GRAPHIC DESIGNER

**American Family Insurance, Madison, WI**

[LINK TO PORTFOLIO WORK AT AMERICAN FAMILY INSURANCE](#)

June 2018 – Present - Employee

August 2015 – June 2018 - On-Site Contractor with Spherion

- Provide designs, illustrations, copy, editing support, and banding guidelines for company events, correspondence, posters, banners, electronic media, book layouts, bulk mailings, and etc.

#### Lead Designer Highlights

- LIFE Product Playbook - 2022
- Guide to Allyship - 2022
- Institute Venture Capital Report - 2022
- SPARK Building Guide - 2021
- Madison Area Attractions for New Employees - 2018
- Corporate Responsibility Report - 2018, 2019, 2020
- Redesigned the corporate billing statement and customer facing correspondences to incorporate color and new formatting - 2018
- Redesigned the Atlas Property letters. These letters consist of either a point or a range estimate that is sent out from the agent to potential customers who own homes.- 2021
- Lead designer for the Enterprise One Platform correspondence. These customer facing documents consists of billing statements, letters, quotes, deccs, and etc for American Family and its' operating companies. Provided designs and branding guidance for team members.
- Worked cohesively with HR, Marketing, Branding, Product Lines, and Communication Departments on marketing or branding projects.
- Leadership roles for the Graphic Design team in CT&O:
  - Assist in reviewing resumes, interviewing, and hiring design contingent workers and a full-time designer
  - Lead graphic designer workload meetings
  - Used Agile Methodology for the records management and E1P
  - Used Lean Methodology
- Prepare files for print, digital hand-offs, and conduct press checks.

#### *Results:*

- The 2021 updated atlas property letters increased sales by 12%.
- Billing statements, Atlas Property Letters, and Enterprise One Platform (E1P) correspondence reach millions of customers.
- Newly designed billing statements saw a significant reduction in customer service calls from the customer relating to their bills.

*Teamed with:* designers, developers, engineers, project managers, managers, executives, vendors, in-house printer, and internal clients.

*Internal and External Clients:* American Family Insurance, The General, Main Street America, Homesite, CONNECT, American Family Claims

Learn and adapt quickly to current and emerging technology.

## FREELANCE DESIGNER, ILLUSTRATOR, ARTIST

**Designs by Serena, Oregon, WI**

[LINK TO PORTFOLIO WORK AT DESIGNS BY SERENA](#)

February 1992 – Present

Specialize in creating engaging and original designs, illustrations, and fine artwork for companies and individuals.

Independent Contractor for:

Piston Mfg. - Freelance design projects: Creating short videos, illustrations, document design

US Vet, LLC. - Government proposal, ads, business cards

**Results:** Client won a multi-million dollar 5 year contract with the VA Hospital. Video work increased the clients social media presence.

## SENIOR GRAPHIC DESIGNER

**American Girl, Middleton, WI**

On-Site Contractor with American Girl & Pro Unlimited, Inc.

[LINK TO PORTFOLIO WORK AT AMERICAN GIRL](#)

May 2014 – August 2015

- Designed retail store signage, product packaging, and marketing materials that adheres to marketing objectives, product specifications, and branding requirements.
- Created detailed sketches for product photo shoots, packaging, signage, retail store product windows, and marketing collateral.
- Lead designer for the Fancy Cocker Spaniel Pet package.
- Art Directed product photo shoots.
- Part of a team that designed key retail store displays and marketing collateral for Beforever®, TrulyMe®, and 2015 Girl of the Year®, Grace Thomas®.

**Results:** Warehouse club sales tripled in 2014. A 25% increase in brand consumer recognition from retail launches.

**Teamed with:** copywriters, designers, art directors, product managers, creative directors, vendors, printers, photographers, and internal and external clients.

**Clients:** American Girl® internal clients.

## SENIOR GRAPHIC DESIGNER

**Tri-North Builders, Inc., Fitchburg, WI**

[LINK TO PORTFOLIO WORK AT TRI-NORTH BUILDERS](#)

November 2006 – April 2013

- Designed, coordinated, updated, and finalized all company marketing collateral that adhered to Tri-North's branding specifications.
- Creative support and project management by working closely with the company's' personnel to develop timely, high-quality, and competitive marketing proposals. Coordinated all materials submitted from project managers, estimators, officers, copywriters, administrators, architects, and outside sources.
- Art directed and lead designer for the companies 30<sup>th</sup> anniversary party.
- Budgeted, scheduled, and kept track of all print vendors and suppliers for proposals, marketing projects, and in-house company documents.
- Photographed company projects and also hired, directed, and scheduled professional photographers.
- Prepare files for print and conduct press checks

**Results:** Cut down the processing time in the delivery of personalized marketing brochures sent to clients from 4 days to 1-2 days. During 2008 recession worked as a team member to keep the company in the black with numerous projects awarded. 30<sup>th</sup> anniversary fundraiser raised about \$40,000 for area non-profits.

**Teamed with:** architects, copywriter, project managers, estimators, superintendents, subcontractors, executives, vendors, printers, photographers, and clients.

**Clients:** National retail chains, local commercial, and industrial companies.

## SENIOR GRAPHIC DESIGNER

**Warner Electric/Altra Industrial Motion, S. Beloit, IL**

[LINK TO PORTFOLIO WORK AT ALTRA INDUSTRIAL MOTION](#)

June 2002 – November 2006

- Created, designed, updated, and finalized product catalogs, 400 product user guides/manuals, and marketing collateral that adhered to Altra Industrial Motion's brand specifications for over 10-15 company brands.
- Worked directly with employees through multiple channels to translate their general concepts and ideas to creating high-quality engaging marketing pieces.
- Lead Designer and Administrator for the company's eLearning modules. These consisted of Paper Base Training (PBT) manuals and Web Base Training (WBT) courses. This project consisted of extensive graphic conversion and course set-up within a vendors (Technomedia) courseware software using HTML.
- Directed a freelance illustrator, freelance graphic designer, and a production assistant.

**Results:** 65% increase in employee and distributor training from the eLearning courses.

**Teamed with:** copywriter, outside illustrator, production assistant, product engineer, developer, executives, vendors, in-house printer, vendors, photographer, and clients.

**Clients:** Altra Industrial Motion's corporate in house Advertising Department located at Warner Electric LLC. Work with all of Altra Industrial Motion's divisions that included Boston Gear, Formsprag Clutch LLC, Wichita Clutch, Marland Clutch, Industrial Clutch, Dayton and etc.

## VISUAL DESIGNER

**FlightSafety Services Corp., Centennial, CO**

[LINK TO PORTFOLIO WORK AT FLIGHTSAFETY SERVICES CORP](#)

November 1998 – July 2001

- Created detailed technical digital illustrations, extensive photo retouching, and animations for eLearning Computer Base Training (CBT) courses for the US Air force.
- Team Lead Designer for the C-141C Paper Based Training (PBT) Courses.
- Provided creative support to the Engineering proposal groups and Human Resource Department.

**Results:** Increase in Airforce pilot safety training. 100% in pilot training of the TCAS TAWS instrument for the C5, C141 and KC135 airplanes.

**Teamed with:** copywriters, editors, developers, programmers SME's, designers, managers, instructional designers, vendors, printers, photographers, and internal and external clients.

**Client:** US Air Force

## Civic Involvement

**Volunteer Graphic Designer,** Logan's Heart and Smiles  
September 2022 – Present / January 2007 – December 2015

**Team Manager for Girls U14/15,** Oregon Youth Soccer League  
September 2018 – June 2019

**Team Manager for Girls U10,** Oregon Youth Soccer League  
August 2015 - June 2016

**Co-Chair,** Oregon PTO Arts Festival  
August 2010 – May 2013

**Volunteer,** American Red Cross  
January 2007 – April 2013

## Education

**Master of Fine Arts in Media Design**

[LINK TO MASTER OF FINE ARTS THESIS](#)

GPA: 3.96 - November 2013

Full Sail University, Winter Park, FL

**Courses:** Brand Development, Defining Client Needs, Effective Copywriting, Multi-Platform Delivery, Client Relations, Design Analysis, Production Workflow, Design Document/Thesis

**Bachelor of Fine Arts Degree in Illustration**

GPA: 3.126 - April 1997

Rocky Mountain College of Art and Design, Lakewood, CO

**Dean's List:** 1995, 1997 and **Distinguished Honors:** 1996

**Associate of Applied Arts Degree in Commercial Art**

May 1991

Madison Area Technical College, Madison, WI

## **Additional Courses/ Workshops/Seminars**

- USPS: Mail Design Professional Course. 2 year Certificate - 2021
- Lynda.com Certified Training Courses Completed
  - Adaptive Project Leadership - 2020*
  - Cultivating Growth Mindset - 2020*
  - Digital Transformation - 2020*
  - Creative Thinking - 2019*
  - Photoshop CC for Web Design - 2014*
  - Keynote - Builds, Transitions, Animations, and Effects - 2014*
  - Premiere Pro CS6 Essential Training - 2013*
  - After Effects Apprentice 1&2 - 2013*
  - iMovie - 2013*
- *Critical Intelligence: What you Absolutely Positively Must Know To Win The Work and How to Find it*, American General Contractors of Wisconsin (AGC) - 2011
- *How to Write Effective Government Proposals*, MATC - 2011
- *BIM Seminar*, American General Contractors (AGC) - 2010
- *BIM Certification*, American General Contractors (AGC) - 2009
- *Revit Architecture Level 1*, Master Academy - 2008
- *Adobe PhotoShop Seminar* with Bert Monroy, Kelby Training - 2008
- *Figure Drawing*, UW-Madison - April 2003
- *The Secrets to Flawless Pre-Press and Printing*, CompuMaster - 2000
- *LightWave 3D Essentials*, Washburn University - 2000
- *Advanced Illustrator*, New Horizons - 2000
- *Biological Illustration* with Lucy Tyler, UW-Madison - 1993
- *Figure Drawing*, Madison Area Technical College - 1992