

OVERVIEW

I embrace broad responsibilities—strategy, creative, implementation, analysis—to create effective, collaborative solutions. Education never stops, and the answer is often there if you can find a new way to see and achieve it.

EXPERIENCE

DESIGNER/PHOTOGRAPHER

Feelance | *November 2015 – Current*

A few of the clients I've worked with:

- **Spiegelworld** | Database management, email marketing, website management
- **Claremont Institute** | Donor literature, reporting resources, event collateral
- **Brunswick Group** | Event photography, presentation design
- **Americans For Prosperity** | Issue-specific social creative

I've also done concert photography for acts including Ben Folds, Brian Wilson, CAKE, Dawes, Foster the People, Grace Potter, Greta Van Fleet, Old Crow Medicine Show, Rodrigo y Gabriela, Tyler Childers, ZZ Ward, and many more.

CREATIVE DIRECTOR

PokerGO | *November 2015 – October 2021*

PokerGO is the go-to place to watch high stakes poker. I had the privilege of working on premier tournaments like the World Series of Poker, Super High Roller Bowl, U.S. Poker Open, and Poker Masters, as well as reviving high stakes cash game icons Poker After Dark and High Stakes Poker and bringing new formats like High Stakes Duel to life.

- Tournament & show design | Branding, asset kits, production elements (on-set & on-screen), marketing
- Trophy design | Fostered production of iconic custom trophies and awards
- Game design | Branding, UI/UX mockups & flows, store & promo assets
- Sales | Brand integration mockups, package one-sheets, pitch presentation design
- Photography | Event photos, catalogue management
- Asset management | Organization, optimization, archiving

ART DIRECTOR

BlazéTV (formerly CRTV) & Conservative Review | *November 2015 – April 2019*

Arriving in the early days, I worked closely with leadership and talent to brand, market, and build one of the first independent over-the-top (OTT) media networks.

- Show design | Branding, asset kits, production elements (on-screen)
- Photography | Talent headshots, production stills, event photos
- Marketing | Digital ad design, print & collateral design
- Editorial | Newsletter design & development, site & social graphics, policy infographics

EXPERIENCE (CONT.)

FREEDOMWORKS

FreedomWorks | *February – November 2015*

In my brief time at FreedomWorks, we accomplished a lot as the organization transitioned to new leadership and continued advocating its core policy positions.

- Updated and optimized brand assets and collateral
 - Designed, developed, and deployed new email campaigns
 - Worked with social and policy teams to create timely, issue-based content
 - Worked closely with leadership and development team to create donor updates and other reporting collateral
 - Branded and produced large grassroots and premier donor events
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INTERNAL COMMUNICATION DESIGNER

The Cosmopolitan of Las Vegas | *October 2011 – February 2015*

My work extended well beyond the title of designer, and we fostered consistent, exponential growth in guest service, employee satisfaction, and user engagement. I was challenged daily and brought all manner of ideas to life.

- Developed campaign creative across the board, from art and concerts to policies and benefits
 - Wrote and edited copy for every level of the organization, from chiefs to contractors
 - Analyzed, reported, and improved processes to maximize impact, understanding, and service
 - Managed communities and determine content strategy across mediums
 - Documented, managed, and taught systems and strategy—including communication, social, and signage
 - Managed projects—including creative, events, training, and upgrades
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POST-PRODUCTION ASSOCIATE

National Capitol Contracting | *August 2008 – July 2010*

Starting with 10 people tapping out event transcripts for everyone from the Nixon Library to the Federal Reserve, we then waded into production transcripts for HGTV and Charlie Rose, finally diving into multimedia accessibility design and development.

- Enjoyed broad responsibility for accessibility, media design & development, web design & development, print design, photography, transcription, and editing
- Mastered analog and digital formats, including Betacam, VHS, DVD, Flash, and HTML/CSS
- Managed diverse projects, including real-time, post-production, and multimedia

In under two years, we expanded capability and services exponentially, gaining new government and private sector clients across industries. We also had a hand in implementing new online accessibility standards to ensure free and accurate flow of information to everyone.

SKILLS

SYSTEM DEVELOPMENT

- Research & architecture
- UI/UX
- Education & support
- Promotion, engagement & evolution
- Employee training & development

DESIGN/CODE

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, XD, etc.)
- Front-end web (HTML, CSS, JS)

MARKETING

- Consumer (database optimization, targeted promotions, content awareness)
- VIP (engagement, education, exclusives, etc.)
- Corporate (procedure, alerts, executive voice)
- Digital: web (desktop/mobile/app), video (DOG, placement, integration)
- Print: periodical, billboard, direct mail, activation/custom

MARKETING/CMS

- HubSpot
- Salesforce
- WordPress

AWARDS

AIVA: COMMUNICATOR AWARDS

2014 | Film/Video: Employee Communication

- The Cosmopolitan of Las Vegas, "Pickup Stories" | Won
- The Cosmopolitan of Las Vegas, "First Time" | Won

ACHIEVERS 50 MOST ENGAGE WORKPLACES

- 2013 | The Cosmopolitan of Las Vegas | Won
- 2012 | The Cosmopolitan of Las Vegas | Won

EMMY AWARDS: NEWS & DOCUMENTARY

- 2011 | Frontline, "The Spill" | Nominated

EDUCATION

M.F.A | GRAPHIC DESIGN

Florence Institute of Design International

Firenze, Toscana, Italia
2010 -2011

B.A. | COMMUNICATION ARTS

Grove City College

Grove City, Pennsylvania, USA
2004 - 2008

REFERENCES

References are available upon request.