

Work Experience

Art Director – Epsilon

August 2022 - present

Pitched, presented, and won a rebranding for a huge line of business: Nissan Aftersales

Led concepting, preproduction, and art direction for a major photo/video shoot, overseeing post-production to ensure final assets met brand standards.

Day-to-day concepting and creation of email, direct mail, and O.O.H. campaigns

Oversight of design and development team to ensure campaigns are executed properly

Art Director – Publicis Sapient / Razorfish

March 2019 (Jr.) - July 2022 (Mid)

Day-to-day art direction and content creation across organic and paid social, and paid digital

Supported major shoots from concept to post-production, assisting with preproduction, backup photography, and asset adaptation for social ads.

Pitched and presented concepts and creative work directly to client

Created short-form social content that broke engagement records repeatedly and grew the brand's following by well over 1 million followers across platforms

Education

Grand Valley State University

B.A. in Film and Video

Post-Production Emphasis

Washtenaw Community College

Certificate in Graphic Design

Core Tools

Adobe Creative Cloud

(Ps, Ae, Ai, Id, Lr, Pr, Xd)

Camera

(primarily Canon/Sony)

Gimbal / Steadicam

A.I. Image Production

(RunwayML, Midjourney)

Pencil / Paper

Skill Set

Art Direction

Photography

Retouching / Compositing

Graphic Design

Typography

Motion Graphics

Visual Effects