



EXPERIENCE

Interactive Art Director | WellsFargo.com | San Francisco, CA | 03.10 to current

- » Set the creative direction of the Wells Fargo online experience for over 130 million site visitors per month.
- » Defined the Online Brand Standards for wells Fargo to reflect the larger Wells Fargo offline re-brand effort valued at \$16.5 billion including: global CSS updates for public site & secure session, logo & typography changes, new color palette, new iconography language, tools & calculators, online video playback, and rich media styleguide.
- » Communicated the new Online Brand Standards rollout to team members across the larger Well Fargo organization via trainings (both online & in person), newsletters, and management presentations.
- » Managed a team of five visual designers, partnering with lines of business, to deliver consistent, engaging, user-centered designs that met or exceeded business goals.

Senior Visual Designer | WellsFargo.com | San Francisco, CA | 06.05 to 03.10

- » Lead designer for internal design agency responsible for creating hundreds of promotional assets for static placements, rich internet applications, and online video to support large budget, large-scale marketing campaigns across multiple lines of business.
- » Established effective design conventions to ensure clear communications to millions of converting Wachovia Bank customers as they transitioned to the Wells Fargo online banking experience.
- » Defined the user experience guidelines for rich internet applications on wells Fargo and managed the RIA Standards program for the Wells Fargo Internet Services Group.

Graphic Designer | Freelance | San Francisco, CA | 04.03 to current

- » Created a cohesive online video experience for Avaak's personal video remote viewing system, Vuezone, including site redesign and video playback.
- » Designed three new mobile apps (for iPhone, Blackberry, and Android) to extend the work already done for the Vuezone video remote viewing service.
- » Art directed and designed all promotional materials for *MaximumPC* magazine's annual eight city Dream Machine technology tour including: multiple full page magazine ads, on-site banners & posters, pre-movie ads shown nationally in Loew's Theaters, identity system, 70+ page magazine, and a graphic truck wrap for the 28 foot tour vehicle.
- » Created event collateral for MacWorld Expo San Francisco 2006 & Consumer Electronics Show Las Vegas 2006 including event invitations, on-site signage, and online banner advertising.
- » Illustrated and conceptualized an innovative, anime inspired, character-based ("Flunky sez listen") prospecting tool for Future Publishing senior management.

Design/Sales | De La Espada, Inc. | San Francisco, CA | 12.02 to 01.04

- » Stylist for bi-annual catalog photo shoots for De La Espada print & online furniture catalogs.
- » Designed online and print promotional materials for the new furniture line, Atlantico.

{ more }



EXPERIENCE {*cont.*}

Publicist | KQED Public Broadcasting, Inc. | San Francisco, CA | 03.01 to 08.02

- » Managed all aspects of local and national advertising to promote television, radio, and online channels for local PBS affiliate KQED including: media planning & buying (print & online), writing ad copy & press releases, event planning & promotion.
- » Art directed location photo shoots for photography to be used in KQED television/radio show promotion, corporate communications, and online promotion via kqed.org.

Marketing Manager | Future US, Inc. | South San Francisco, CA | 06.99 to 01.01

- » Concepted, art directed, supervised production, and implementation of all print and online marketing for Apple enthusiast magazine *MacLife* including: direct mail postcards, identity systems, media kits, graphical research results, sales sheets, house ads, prospecting tools, event invitations, etc.

SKILLS & TALENTS

- » Broad expertise with industry standard software:

Photoshop	InDesign	Flash	Acrobat Pro	WordPress
Illustrator	Catalyst	Dreamweaver	Fireworks	

- » Functional HTML/CSS knowledge
- » Excellent design eye & spatial ability
- » Consummate written & verbal communication talent
- » Energetic & creative problem solver

EDUCATION

- » Graphic Arts | City College of San Francisco | San Francisco, CA | 2002
- » Sociology | BA | San Francisco State University | San Francisco, CA | 1998
- » Liberal Arts | The University of Kansas | Lawrence, KS | 1995-96

ORGANIZATIONS

- » American Institute of Graphic Arts (AIGA)
- » Graphic Artist Guild (GAG)
- » The Designers Accord
- » Wells Fargo Designers Community of Practice Group (Communications Officer)

{ *References available upon request* }