

## CAREER HIGHLIGHTS

A highly skilled design professional with 20 years in brand marketing and communications, I balance an inspired aesthetic sense with clear messaging and audience engagement. With experience leading most major types of collateral from concept to completion, I see the big picture while getting down to the crucial details.

- Advanced knowledge of Adobe CC (InDesign, Photoshop, Premiere, Illustrator, Dreamweaver) and Microsoft Office (superior PowerPoint skills) for compelling storytelling.
- Exceptional organizational skills to gracefully manage multiple projects; ability to excel independently, and a natural at leading a team with a positive outlook under deadlines.
- Focus on accessibility and diversity; from serving the Deaf Community, to global Microsoft communications.
- Insight into workflows to streamline turnaround and interaction with partners, optimizing for scalability and extensibility, including localization.
- Experience across audiences – public clients and customers, donors and investors, vendors and internal stakeholders – and sectors including technology, health care, education, retail, finance, and the arts.
- Strategic thinker with a passion for elegant design principles.

## SKILLS / QUALIFICATIONS

### Digital & Print Design

- Versatile across deliverables – booklets/whitepapers, email, infographics, newsletters, catalogs, direct mail, brochures/onesheets, reports/presentations, RFPs, advertising, signage (tradeshow, directional, POS), logos – with an awareness of associated standards and outstanding visual appeal.
- Social media interactions: posts, building followers, online advertising, tracking metrics.
- Cohesive translation of concepts through production: typography, color management, paper, pre-press.
- Photography including portraits and product photos, image processing, retouching and editing.

### Video Production

- Creative eye for editing with Final Cut Pro X and Premiere, with an ability to cut to the heart of the story.
- Shooting with Nikon and Canon DSLR cameras/lenses; knowledge of related formats, lighting, captioning.
- Experience working with a video crew, providing direction, timeline, and a comfortable presence.
- Extensive background in audio production – recording with multiple microphones in studio and location settings, mixing and editing (Cubase and Logic); composing music and sourcing soundtracks.

### Web Design & UX

- Ability to craft an intuitive UI/UX; feel for color, imagery, and flow. Attention to brand compliance, asset organization in a Content Management System (CMS), technical requirements from mockups to publishing.
- Current knowledge of HTML/CSS techniques (design and front-end development), with an understanding of WordPress, JavaScript/jQuery, SEO, accessibility and cross-browser compatibility.

StartGuides | Alexandria, VA

**App Designer** | April 2023 – Present

Design of instructional mobile apps (phone/tablet) for self-paced learning by the U.S. military.

Allyis, Inc. | Kirkland, WA

**Design Lead, Microsoft** | August 2013 – April 2023

Handle the gamut of digital campaigns: marketing, onboarding, event, enablement, insights and case studies in all formats (web, PPT, video, PDF, email, social, display). Hire and oversee up to 2 permanent designers and 8 temps; work closely with client owners, PMs, editors, and publishers. Deep understanding of Microsoft Brand Guidelines, providing training and alignment, UX for Worldwide Learning teams. Create templates used teamwide. Manage timelines for 5-10 simultaneous projects. Point person for design updates across 1000+ assets during three major rebrands. Productivity tools include: Jira, Azure DevOps, Salesforce, and SharePoint.

Fred Hutchinson Cancer Center | Seattle, WA

**Web Producer** | June 2012 – August 2013

Lead video editor (FCPX), sound for video (interview dialog and soundtrack composition) and co-director on research videos, capturing B-roll in the labs with a small team. Produced new and updated communications – websites (WordPress, HTML/CSS), newsletters, logos, brochures, presentations, grants – for DefeatHIV, Breast Health Global Initiative, and other Center projects. Produced research lab microsites; point person for photo selection, color, formatting, moving content to Adobe CQ CMS.

Silverlign Group, Inc. (GSI Commerce, a division of eBay) | Seattle, WA

**Web Developer** (contract) | May 2012 – June 2012

Front-end development (HTML/CSS) on high-visibility launches, including a mobile site for Driscoll's berries and a server product site for Cisco Systems, Inc.

POP | Seattle, WA

**Web Developer** (contract) | November 2011

Front-end development (HTML/CSS) for Amazon Kindle Fire launch.

Hearing, Speech & Deaf Center | Seattle, WA

**Publications Manager** | September 1999 – June 2011

Managed agency brand and story across all channels – print, online, email, retail and building signage. Responsible for designing/approving all public communications – websites, newsletters, advertising, store catalog, annual report and marketing collateral – working with each department and the CEO. Art direction for \$2.5MM Capital Campaign. Priorities: ADA accessibility, vendor management. Staff photographer.

Seattle Central College | Web Design & Development, Music | 2010-2011 (Dean's List, President's List)

University of Oregon | English, Creative Writing | 1996-1997

Lewis & Clark College | English, Fine Art | 1993-1994