

EXPERIENCE

ASSOCIATE ART DIRECTOR

Kane Communications Group | 11/2022–Present, Milwaukee, WI

Brand Development: Create brand identities, guidelines, copy, and integrated campaigns across print, digital, and environmental media.

Creative Design: Produce and manage web/app interfaces, social content, motion graphics, video, and out-of-home advertising.

UI/UX Design: Lead interface design in Figma; collaborate with developers on WordPress, Squarespace, Shopify, and Wix builds with performance optimization.

Project Leadership: Oversee creative project management, process development, and cross-functional collaboration to increase efficiency.

Team Development: Recruit, train, and mentor creative interns, supporting skill growth and operational needs.

Emerging Technology: Integrate generative AI tools (Adobe Firefly, Midjourney, ChatGPT) to enhance creative capabilities and output quality.

2025 Blue Pencil Award winner from the National Association of Government Communicators for excellence in government communications.

CREATIVE DIRECTOR, ILLUSTRATOR, & ARTIST

Ghost Hand | 01/2014–Present, Milwaukee, WI

Creative Direction: Lead design, illustration, and product development for Ghost Hand brand.

Marketing & E-Commerce: Manage web, social media, photography, copywriting, and online sales initiatives.

Freelance Projects: Execute art and design work across traditional, digital, and emerging media.

Event Collaboration: Plan and coordinate annual pop-up artist and maker sales with small business partners.

Brand Promotion: Sell merchandise at local public markets, enhancing visibility and audience engagement.

EDUCATION

UNIVERSITY OF WISCONSIN–MILWAUKEE PECK SCHOOL OF THE ARTS

**Bachelor of Fine Arts: Graphic Design
& Visual Communication**
Minors in English & Art History
(Spring 2014)

Post-Bacc. Art Education Teacher Certification
(Spring 2018)

GRAPHIC DESIGNER & PREPRESS OPERATOR

Colonial Quality Printing | 02/2022–11/2022, Milwaukee, WI

Graphic Design: Created promotional, marketing, and publication materials while managing projects and client communications.

Prepress & Print Production: Prepared digital/offset files, CMYK separations, large-format prints, vinyl cutting, and specialty finishing.

Equipment & Software Management: Operated and maintained commercial digital printers and RIP software.

Invoicing & Mailing: Processed job billing in QuickBooks and executed full-service direct/mass mail campaigns.

Client Support: Served local and national clients in a union print shop environment.

GRAPHIC DESIGNER

UWM Retail Operations | 11/2016–03/2017, Milwaukee, WI

Graphic Design: Created digital and print marketing materials for the UWM Panther Shop while maintaining brand standards.

Brand Development: Collaborated with the Creative Director to establish cohesive visual aesthetics aligned with UWM guidelines.

Photography & Layouts: Captured, retouched, and designed merchandise images, modular layouts, posters, banners, and social media content.

CREATIVE CONTRACTOR

Kohl's Corp. | 09/2014–11/2016, Menomonee Falls, WI

Social Media Designer (12/2015–11/2016): Created multi-platform social content (Facebook, Instagram, Twitter, Pinterest, Snapchat); edited photography and designed illustrations in collaboration with vendors, stylists, and Art Directors.

Digital Designer (12/2014–12/2015): Designed homepage and mobile app UI; partnered with Project Managers and Creative Director to maintain cohesive digital brand identity.

Print Production Designer (09/2014–12/2014): Produced weekly print mailer layouts and detailed InDesign files for national marketing campaigns, ensuring accurate product and campaign versioning.

EXPERTISE

Design Software: Adobe Creative Suite, Figma, Canva, Microsoft Office (Mac/PC)

Print & Digital Production: File preparation, packaging, and export for multi-channel applications

Project Management: Coordinate multiple projects simultaneously with strong time-management skills

Digital Illustration & AI: Advanced Procreate illustration; create assets with Adobe Firefly AI (Text-to-Image, Generative Fill, vector generation)

Social Media & Branding: Develop templates, visual content, and copy for campaigns

Promotional Strategy: Ideate merchandise and implement guerrilla marketing techniques