

Published Art and Advertisements

Star Wars Pictopia, Star Wars Eye Found It,
Thrasher Magazine, Poweredge Magazine,
Transworld Skateboarding Magazine,
Landscape Architecture Magazine

Design Programs for Mac & PC

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)
Rhino 3D, Microsoft Office Suite
Bluebeam Revu, Epicore ERP

Education

UC Berkeley
Graphic Design
Vocational Program

In-house Graphic Designer Vita Planning & Landscape Architecture

01/22 to 10/24

From golf courses and club settings to streetscapes, parks and community open spaces, their landscape architects bring the developer's vision to life by creating distinctive, memorable spaces. To guide this process, the team provides complete, comprehensive construction documents at the industry's highest level for all projects, regardless of scale. This attention to detail and dedication to quality have enabled us to successfully design and implement large- and small-scale landscape projects in 23 different countries and many different climates.

- Makes sure all deliverables are in line with the current Vita branding, colors, and cohesive layout.
- Curated large photo and image library essential for package creation. Making sure all assets are of good quality and copyright appropriate for ease of use, utilizing the Canto Image source repository.
- Responsible for upgrading template library and created guidelines for package creation. Making sure all deliverable material has a consistent Vita branded look as well as. manage the design and uploading process for all project materials, based on best practices for using a content management system.
- Maintained website, social media, digital and print ads. Designed all promotional material, created and set up trade show booths, and all other digitally produced collateral.
- Collaborated with various team members and art directed multiple vision look books, design guidelines, and master plan workbooks, for deliverables to clients on projects all world wide.

Senior Production Designer Taphandles LLC

07/16 to 12/20

Working with breweries since 1999 Taphandles is the leading designer and manufacturer of custom marketing products from custom tap handles to lighted signage and more. Taphandles designs and creates products to help brewers. Their design, engineering and production capabilities ensures their customers stand out. Whether a tap handle, LED sign or another point-of-purchase idea, Taphandles craft a solution fit for their customer.

- Makes sure all products are production ready by creating detailed design specs for manufacturing.
- Knowledge of materials and procedures to create a final product, tap handles, LED signs, promotional material etc. working closely with project managers, account executives and industrial design teams.
- Create 2D and 3D images for major brands like Anheuser Bush to small craft breweries like Bear Republic Brewing, and maintaining communication with manufacturing domestically as well in China and Vietnam.
- Quality Control checked other team members specs to ensure final deliverable to the manufacturer are all correct and in-line with the concept design.

Freelance Graphic Artist**06/00 to Present**

Created logos, letterhead, t-shirts, posters, mailers, ad campaigns, and marketing strategies that were effective in increasing recognition and profitability, while partnering with external agencies, vendors, and internal teams to meet multiple deadlines within short time frames.

- Worked on production files, for game components and package layouts for award winning board games like Disney's Eye Found It, Star Wars Pictionary manufacturer Forest Pruzan Creative.
- Contributed to presentations and concept art work for companies like Disney, Marvel, and Lucas Film.
- Created compelling and successful brand identities, marketing materials, packaging solutions, digital and print imaging for multiple companies including ATM Skateboards, Vans Shoes, Patagonia, Western Athletic Clubs, and Pig Hog cables.
- Successfully designed graphics, visual layouts and typography for multiple companies in a wide range of industries. As well as private label design for retail shops, sports training companies and various other clients.
- Conceived and designed overall branding for IATSE 137 stage workers' union and production companies currently used at nationally recognized concert and sports venues.

**Art Director/Shop co-Manager
Proof Lab****10/11 to 08/15**

Proof Lab is nestled in Mill Valley, just across the Golden Gate Bridge from San Francisco. A true reflection of the modern surf retailer, Proof Lab has been true to its core since opening in 2004, creating a destination for the entire community. What began as a surf shop has now evolved into a multi-use facility including a surf and skateboard shop, skate park, music lesson studio, coffee shop, ding repair, art studio, bio-diesel station, plant nursery and the 'Station' - Proof Lab's premium clothing and outdoor gear retail store.

- Designed graphics and brand concepts for skateboards, surfboards, wet-suits and accessories that are nationally recognized.
- Private label apparel design that is responsible for the majority of revenue for the store.
- Conceived and created marketing and fundraising campaigns, for community outreach impacting youth activity and environmental awareness.
- Merchandise buyer, introducing new brands that represent the aesthetic of the store, managed email promotions, and sales initiatives promoting both in house and outside brand activities.
- Collaborated with third-party vendors to ensure successful execution of release parties and various community events on time and within budget.
- Opened and closed store, managed staff, oversaw construction projects, including build outs for new retail locations, managed business operations, created merchandising and business development strategies.
- Coordinated events, acted as skate team manager, supervised skate park development
- and maintenance.

**Art Director / Sales Representative
Smoothill Skateboard Distributors****04/98 to 08/12**

Smoothill Sports Distributors, Inc. began as a skateboard distributor at the beginning of the skateboard industry in 1974. Distributing quality skateboard products from the best manufacturers is their only business. Smoothill's inventory of more than 2000 items affords the retailer an array of choices of proven sellers in skateboard products, accessories, and safety gear.

- Designed all e-commerce marketing materials including e-mail fliers, e-marketing campaigns and info-graphics.
- Re-branded 30-year corporate identity through logo redesign, website development, and various print and digital campaigns helping create an updated image.
- Created, Managed and updated www.smoothill.com web site responsible for increasing sales by 60 to 70 percent.
- Maintained on-line customer database and introduced new brands keeping the company current and on trend.
- I helped create sales strategies, and assist on incorporating new brands, pending on market demand to existing inventory.
- Wholesale sales to 800+ domestic retail locations, creating and maintained relationships with everything from new start up businesses to 40 year established multi store companies.

Founder/Owner**05/03 to 01/07****Uncle Punk Productions**

Born out of the concept of creating a fictitious clothing company and catalog of products for a portfolio class, the idea of Punk Rock Sox came to life as a real company selling to action sports retailers and clothing boutiques, as well as crating custom merchandise for well known music acts for touring in the US.

- Designed and produced custom apparel and marketing materials for the music industry and the action-sports market.
- Developed corporate identity, logos, marketing material, packaging concepts, and strategies, catalogs.
- Extensive market research to develop a trending and competitive brand.
- Designed and executed content for on-line, print and physical space projects.
- Establish and maintained working relationships with manufacturers, distributors, and retail shops.
- Managed all production and marketing, researched textiles and manufacturing both foreign and domestic.