

Houston, TX  
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## SKILLS

Graphic Design using  
Adobe Creative Suite

Photography/Editing

Editorial Layout

Team Management

Social Media &  
Email Campaigns

Typography

Copywriter

Creative Strategy

Branding/Identity

HTML/Web maintenance

## EDUCATION

**Delta College of  
Arts & Technology**

Associate of Arts,  
Graphic Design

*Summa Cum Laude*

## PORTFOLIO

designavantgarde.com

## EXPERIENCE

### **ART DIRECTOR** Peak Media 2021-Present

- Create strategic designs for campaigns across multiple channels, including emails, digital banners, web, print, OOH, presentations, social, and more.
- Create logo design and brand identity packages for new and existing businesses
- Work closely with clients, marketing, and sales teams to ensure creative strategies align with business goals and also meet timelines and budgets.
- Oversee and cultivate relationships with external creative agencies to enhance in-house capabilities.
- Lead the design and development of print materials, ensuring they are highly functional, user-centric, and reflective of the latest design trends.
- Help develop and refine client's brand strategy, ensuring it resonates with their target audience.
- Build, mentor, and lead a creative team, fostering a culture of creativity, innovation, and excellence.
- Collaborate on styling and lighting for photo shoots. Oversee and lead all retouching and final color corrections to maintain brand standards and consistency.
- Copywriting taglines, press releases, emails, social media posts, and marketing campaigns

### **ART DIRECTOR** On 3 Photography Studios 2017-2021

- Lead all editing, retouching, and final color corrections of photos for final presentation
- Responsible for all restoration of damaged or aged photos
- Design holiday cards, social invitations, marketing materials, sports posters, and other collateral
- Create and maintain website and all client online portfolios for viewing/ordering
- Photographer of social events, sports games and teams, studio portraits
- Create strategic social media and email campaigns, print advertisements

### **ART DIRECTOR/EDITOR-IN-CHIEF** DIG Baton Rouge Magazine 2014-2018

- Conceptualize monthly theme and stories, interview subjects and write articles
- Design magazine layout, ad placement, brand guidelines, determine page count by sales
- Assign freelance writers, photographers, and interns to individual jobs; adhere to deadlines
- Build, mentor, and train all editorial and design staff, managing 4-5 employees and 2-3 interns
- Copy edit, proofread, overall creative direction of entire magazine and online content
- Retouch and edit photographs and illustrations for print and digital use
- Cover design and photo shoot styling and direction
- Perform prepress checks for magazine and all print materials, collaborating with external printers
- Create designs for emails, digital banners, web, print, OOH, presentations, and social media
- Conceptualize and create logos, promotional materials for events, and awards for presentations

### **GRAPHIC DESIGNER** Lamar Graphics 2010-2013

- Design various outdoor and transit advertisements; advise sales team on effective design
- Prepress/color management, editing and retouch photos
- Copywrite text and slogans for billboards, transit ads, and marketing campaigns

### **GRAPHIC DESIGNER** Baton Rouge Parents Magazine 2008-2010

- Responsible for designing print/web ads, promotional materials, event materials
- Direct photo shoots, product photography, photo retouching/editing
- Layout of editorial content and ad placement
- Redesign and maintain company website