

## OBJECTIVE

### I am an experienced creative professional searching for an art direction & design position.

Design is my passion and I believe that design has an important role in the ways brands communicate and inspire the world around us. With 11 years of experience, I have a proven track record of creating impactful and brand-aligned visual assets and marketing campaigns. I have extensive experience collaborating with cross-functional teams to achieve goals and exceed expectations. My goal is to elevate brand identity and customer experience through engaging and effective visual solutions.

## EXPERIENCE

- **Samsung Electronics** **Sr. Art Director - Designer II - Mobile Marketing**  
*Mar. 2022 - Present*
  - Leverage design expertise to collaborate with internal and external teams on art direction, concepting, branding, and brand guideline development.
  - Effectively communicate creative vision and guide agency partners to deliver high-impact assets.
  - Ensure all creative materials (online ads, videos, OOH, key visuals, launch materials, social media, etc.) align with brand strategy, elevate brand identity, and meet project requirements.
  - Actively participate in internal communication initiatives.
- **Samsung Electronics** **Art Director - Designer I - Mobile Marketing**  
*Apr. 2020 - Mar. 2022*
  - Demonstrated strong organizational and time management skills while managing multiple projects.
  - Leverage design expertise to collaborate with internal and external teams on art direction, concepting, branding, and brand guideline development.
  - Effectively communicate creative vision and guide agency partners to deliver high-impact assets.
  - Ensure all creative materials align with brand strategy, elevate brand identity, and meet project requirements.
- **Samsung Electronics** **Retail Graphic Designer - Retail Division**  
*Nov. 2019 - Apr. 2020*
  - Developed infographics to better communicate complex product information.
- **Advantix Digital** **Creative Manager**  
*Mar. 2019 - Nov. 2019*
  - Managed team of designers, projects & creative assets for the agency's 20+ clients.
- **CallisonRTKL** **Senior Designer**  
*Apr. 2018 - Mar. 2019*
  - Provided environmental design team with design direction for branding & wayfinding.
- **FleishmanHillard** **Managing Supervisor**  
*Jul. 2015 - Apr. 2018*
  - **Clients:** Chevrolet, USAA, AbbVie, AT&T, Texas Oncology, Philips Healthcare
- **CitiGroup** **UX Designer**  
*contracted by Tonic3*  
*Aug. 2014 - Jun. 2015*
  - Presented design concepts to leadership and advocated for user-centric approaches.
- **Idea Grove** **Graphic Designer**  
*Aug. 2013 - Aug. 2014*
  - Collaborated with other designers to create visually appealing graphics for range of print and digital media.