



Core Competencies

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|-------------|---------------|------------|------------|-----------------|
| Illustrator | Flash | HTML | Web Design | Digital Imaging |
| InDesign | After Effects | CSS | Branding | Print Design |
| Photoshop | Final Cut Pro | PHP | Packaging | Motion Graphics |
| Dreamweaver | BBedit | Javascript | Silkscreen | Audio |

Viewpoint Research: Scotts Valley, CA – Private viewpointresearch.com 2009-2010

New Media Designer - Branding, Identity System and Web Design

- **Client Information:** Channel Research and Analysis firm specializing in network and storage technology companies.
- **Responsibilities:** Two month NDA contract for web and new media design work.
- **Accomplishments:** Complete overhaul of identity system including logo, website, Power-Point templates, business cards and other collateral.

RMC Water & Environment: CA – Private rmcwater.com 2009-2010

New Media Designer - Web Design

- **Client Information:** Top 200 Environmental firm, several locations throughout California. Development of urban, agricultural, and industrial water projects worldwide.
- **Responsibilities:** Five month NDA contract web design team project.
- **Accomplishments:** Update look and functionality of corporate website including re-design and development with focus on usability and information display for prospective clients. Contracted to design three alternatives for engineering lead partner selection. Launched Spring 2010.

Noesis Interactive: Santa Cruz, CA – Private noesisinteractive.com 2007-2009

New Media Designer - Website and Banners

- **Client Information:** User modifications and integration for online games.
- **Responsibilities:** Flash advertisements, web page and banner design.
- **Accomplishments:** Create Flash advertisements and banners for Noesis advertising campaign. Identify marketing channels within online video game communities. Maintain brand identity system throughout range of advertising mediums. Compose product launch banners and website for parent company Left Coast Digital.

NHS Inc: Santa Cruz, CA – Private nhs-inc.com 2008

New Media Designer - Flash & Media Design

- **Client Information:** Clothing Distributor
- **Responsibilities:** Create flash banners and mini-site design.
- **Accomplishments:** Use existing media to create a campaign featuring flash banners and mini-site to showcase new product for Santa Cruz Surfboards. Include technical drawings and rollover effect to highlight cutting edge performance.

Digital Anarchy: San Francisco, CA – Private digitalanarchy.com 2007-2008

New Media Designer - Web Design

- **Client Information:** Plug-ins and filters for Photoshop and After Effects.
- **Responsibilities:** Web layout, section identities, usability standards, market research.
- **Accomplishments:** Design content-heavy web layout. Customize section identities with relevant imagery and a consistent text hierarchy. Maintain usability standards including the use of embedded text and video files.

Internships and Pro Bono Work

Friends of the Library: Scotts Valley, CA – Non Profit

fsvpl.org

2009-2010

New Media Designer - Branding, Identity, and Web Design

- **Client Information:** Capital Campaign for amenities in the new city library.
- **Responsibilities:** Logo and branding, website design and graphic support.
- **Accomplishments:** Create identity system including logo, website, PowerPoint and collateral. Collaborate with multiple volunteers to develop approved design and delivery of effective collateral in support of successful capital campaign.

Nextlabs: San Mateo, CA – Private

nextlabs.com

2008-2009

New Media Designer - Interactive Design

- **Client Information:** Data Loss Prevention and Enterprise Security.
- **Responsibilities:** Interactive Flash Designer, CMS admin.
- **Accomplishments:** Based on expertise in Joomla, received admin access to develop home page content organization system using Flash and Actionscript. Met an evolving set of requirements and delivered weekly updated versions.

Sessions Outerwear: Scotts Valley CA – (Acquired by Samsung)

sessions.com

Summer 2007

Graphic Designer - Clothing and Print Design

- **Client Information:** International snow and board apparel company.
- **Responsibilities:** Clothing graphics, marketing material and web design.
- **Accomplishments:** Analyze and revise website to improve usability and content organization. Compose layouts for spec sheets and promotional collateral. Create designs for clothing lines launched in Spring 2008 and Winter 2009 including hoodies, hats, screen printed labels and hang tags. Design coupon included in gift bag for the ESPY s.

Education

Academy of Art University, San Francisco, CA
BA Computer Graphic Arts New Media
Graduation Spring 2010

Scotts Valley High School, Scotts Valley, CA
Graduation 2005

Academic Honors

Awarded portfolio grant upon entrance to Academy of Art University.
Projects chosen Spring Shows, Academy of Art University 2008-2010.