

ART DIRECTOR

5X Award Winner in Graphic Design | Major Network Experience | MS in Organizational Leadership

Creative digital strategist and content producer with major broadcast network career hallmarked by success maximizing digital asset impact—through creativity, artistic ingenuity, business savvy, and ability to create digital assets that help companies differentiate themselves in saturated markets. Known for strong ability to translate words into visual storytelling. Collaborative creative director with broad expertise, respected for ability to power all aspects of brand strategy/execution, special events, product launches —and high-impact digital marketing campaigns (YouTube, TikTok, Twitter, Facebook, and Instagram).

Career Highlights

- **Sole designer within digital distribution at ABC trusted to handle on-air graphic design requests**—reputed for quickly delivering against tight deadlines and known for excellence in design that brings reporting to life.
- **Selected as mentor for XYZ’s “Mentorship Program.”** Provide guidance, motivation, emotional support, and role modeling for mentees. Support career growth by setting goals, assisting with developing contacts, and identifying resources.
- **5X award winner.** Won multiple internal awards based on performance excellence on high-priority projects and designed promotion elements for primetime shows.

CORE COMPETENCIES

Custom Broadcast Animation • Strategic Business Partnering • Complex Project Implementations • Data Integration & Architecture • Agile Project Management • Digital Transformation • Risk Management • Stakeholder Relations

TECHNOLOGY TOOLBOX: Adobe Photoshop • Adobe After Effects • Adobe Illustrator • Adobe InDesign • Slack • Microsoft 365

PROFESSIONAL HISTORY

ABC 2006 – Present
Senior Production Designer [2018 – Present]
Graphic Designer [2008 – 2018] | **Freelance Designer** [2006 – 2008]

Promoted to own digital distribution and creative distribution elements and social media asset design while leading global production teams up to 15 strong through design projects—from concept to air. Provide campaign and idea critique and recommend approval or shift in direction to leadership teams. Establish high bar for creativity and excellence in design to energize on-air stories and engage target audiences. Partner with cross-functional teams and leaders to address performance, workflow, and quality issues within department. Control creative distribution elements for various media platforms.

- **Reimagined all operating procedures** related to digital distribution, streamlining processes and **slashing project delivery time up to 65%.**
- **Gained deep understanding of design needs from project managers,** working collaboratively to overcome marketing challenges and respond to changing strategic needs.
- **Assumed proactive approach to digital asset quality control,** continuously refining quality controls and processes to enable CNBC to maintain strong competitive edge.
- **Tapped to lead numerous rebrands and network redesign initiatives.** Contributed fresh perspective and new brand assets that harnessed the brand’s DNA and translated brand concepts to design—maximizing impact and engaging consumers.
- **Developed long-range strategies and growth roadmaps,** supporting art director during asset creation for campaigns and multi-phase projects involving multiple media—from print to animation to on-air elements.

EDUCATION








Master of Science in Organizational Leadership & Communication | University College
Bachelor of Science in Graphic Design | University College

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