



QUALIFICATIONS PROFILE

Highly creative, innovative, and solutions-oriented professional, offering comprehensive experience in all phases of design production management

Knowledgeable of a wide range of design, layout, graphic design, and image development. Adept at conceptualizing and creating dynamic designs with emphasis in concept, detail, and style. Articulate and flexible communicator, with the ability to understand and provide clients' various needs. Expert in marketing design and communications utilizing a wide array of creative design skills combined with a strong work ethic. Technically proficient with Adobe Creative Suite, including Photoshop, Illustrator, InDesign, and Acrobat.

KEY EXPERTISE

Design, Layout, and Editing
Art Direction
Content Management

Client Relations and Negotiation
Team Building and Leadership
Quality Assurance

PROFESSIONAL EXPERIENCE

CareSync, Tampa, FL
Senior Graphic Designer 2016–Present

Design and oversee marketing materials from concept to end production, including print ads, brochures, sales collateral, social media posts, blog posts, landing pages, email campaigns and newsletters

Kelby Media Group, Oldsmar, FL
Creative Director 1999–2015

Render oversight to all creative activities and production workflow, which includes layout, design, and copywriting for the Graphics, Editorial, and Marketing departments

Assume creative control as the director and contributing writer for several nationally recognized publications, such as Photoshop User, Layers Magazine, Illustrator User, and Photoshop Elements Techniques

Serve as an instructor of the Dream Team for the Photoshop World Conference and Expo

Career Accomplishments:

- Demonstrated creativity in designing, conceptualizing, and implementing all design, marketing, and promotional materials in launching KelbyOne, which was the merger of The National Association of Photoshop Professionals (NAPP) and KelbyTraining.com
- Effectively led the Marketing Department until 2012 in managing all promotional initiatives associated with NAPP, Photoshop World, Kelby books, and all periodical publications, which also included the highest single-day sales promotion, Cyber Monday
- Creatively generate themes for the Photoshop World Conference and Expo, NAPP's annual convention
- Spearheaded the successful development of design solutions and procedures, improving production's efficiency of Photoshop User, Layers Magazine, Illustrator User, and Photoshop Elements Techniques magazines
- Designed and produced Light It and Lightroom magazine apps, specifically for mobile devices

EARLIER CAREER

F Troop Design and Marketing, Springhill, FL
Chief Executive Officer

Lee Sports/Nutmeg Mills, Tampa, FL
Graphic Designer

MILITARY EXPERIENCE

82nd Airborne Division, United States Army, Fayetteville, NC
Honorable Discharge, E-5 Sergeant

EDUCATION

Associate's Degree in Graphic Design • Graduated from Tampa College, Tampa, FL

AWARDS

Inductee, Photoshop Hall of Fame • September 2014