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Interactive Art Director

I got my start in the design world at Capital Cities/ABC, where I juggled the layout and production of five print magazines at once and ran interference between the publication's creative and editorial groups. From there I wended my way into web design and quickly slipped into the vortex of the creative geek, learning and applying every new tool and technology I could. I currently lead the design and creative team for Goozmo, a web development shop and Best-of-Boulder and Westword award-winner for Fastest-Growing company two years running.

I'm looking to join a larger firm, managing and designing interactive projects for clients, where I can use my passion for web design and branding, SEO, CSS design and Flash animation. I'm equally at home designing, managing projects or listening to, advising or soothing clients. I'm an adjunct faculty instructor at Front Range Community College, so mentoring and skill-building in others comes naturally to me.

EXPERIENCE

Senior Web Designer and Interactive Art Director

Goozmo LLC, Boulder CO
2008-present

Goozmo, a content management web design shop, has grown hugely since I arrived. From an initial role as a site designer I've taken over the management of client relationships from concept and ideation through launch, proposing and building designs, creating logos and branding identities, social media and search engine optimization strategy and implementation along with graphic and web design. We use CSS, HTML, Flash, CS4 and an array of third party solutions for client requests.

- Oversee sixty client relationships, managing everything from design changes to shifts in a client's business strategy
- Manage the design team to roadmap, execute and launch client sites in 45-90 days on average
- Advise clients on best design practices, branding, use of logos, clarity/consistency of messages, social media and search engine optimization strategies
- Spearhead intern program in collaboration with Front Range Community College (FRCC), mentoring and supervising students in first business and design experiences

Adjunct Faculty Instructor

Front Range Community College
2010-present

I was invited to teach Web Design 3, the capstone course to the Multimedia Graphic Design program at FRCC. This class integrates technical skills with site design and development principles —from concept through launch—and gives students real world experience working with clients. After a successful semester I agreed to add Web Design 1, the online introductory class in the program that focuses on Dreamweaver CS5, CSS, HTML and web design basics.

Multimedia Designer & Owner

Studio Sprout Design, Louisville, CO
1998- 2009

I launched Studio Sprout when my kids were little, to offer fast and nimble graphic design services to small-sized businesses and individuals and to indulge my passion for creative art at the same time. My business started with handmade art and circled back to graphic design with web soon becoming a growing emphasis.

- Designed and developed small business web sites; created Flash animation
- Created print collateral including newsletters, ads, business cards, postcards, posters & brochures
- Designed logos and identities
- Designed and produced handmade note cards, invitations and printed note cards
- Restored vintage photos
- Managed all aspects of small business

Freelance/Contract Designer

Leanin' Tree, Boulder, CO; ZVC Advertising & Design, Louisville, CO; Klein Buendel, Golden, CO
2007-2008

Being freelance and contract employee allowed me to gain a variety of experience in both print and web environments. At Leanin' Tree I was brought in to join the design studio in creating greeting cards during their busy season. At both ZVC and Klein Buendel, I was fortunate to mentor with two gurus in the field in specialty print and branding at ZVC, and in large scale, cutting edge web at Klein Buendel.

- Designed greeting cards and marketing pieces
- Designed & produced logos, ads, postcards and tradeshow graphics
- Created Flash animation
- Wrote HTML content pages
- Prepared images for web

Production Editor; Production Coordinator

Capital Cities/ABC, Inc
1990-1994

My first foray into the professional print arena included a quick ramp-up of skills and projects from advertising to a quick promotion to editorial where I juggled multiple magazines, editors and art directors. I helped train the other Production Editors with the new software introduced to the department.

- Managed editorial production for five trade magazines
- Designed, laid out and prepared pages for print
- Responsible for proofreading and copy-editing
- Acted as liaison between editorial and art department
- Managed advertising production for three business/trade magazines

EDUCATION

B.A., Communications & Journalism; Major: Advertising; Minor: Marketing
Marquette University, Milwaukee, WI

Multimedia Web Design Technical Certificate 2007
Front Range Community College, Westminster/Boulder, CO

TECHNICAL SKILLS

Proficient in Adobe Creative Suite CS4/5: Photoshop, Illustrator, InDesign, Dreamweaver, Flash;
CSS & HTML; Microsoft Office

