

## Senior Art Director / Senior Graphic Designer

- Accelerates B2B sales with traditional, non-traditional, and digital design
- Specialist in long-form complex projects with high volumes of information, especially catalogs, annual reports, multi-layered websites, sales & technical documentation
- Delivers lasting growth through versatile design and leadership
- Concept Development, Creative Direction, Art Direction, Graphic Design, Copy Editing, Production
- Articulate communication and presentation skills
- Deadline-driven, budget-conscious, and skilled at managing complex priorities
- Working environments, including agency, contract/freelance, and in-house corporate

## EXPERIENCE

### Senior Art Director

04/2010 – Present

#### STICKMAN LLC, Overland Park, KS

- Created on-brand B2B material (catalogs to sell sheets, e-newsletters to events), conveying technical and abstract concepts for companies like Alphapointe and Corbion
- Created marketing materials that contributed to DOD Technologies doubling in size
- Designed diverse B2C sales vehicles (quarterly tri-fold direct mail to OOH boards, digital and print ads to events) for organizations, including Cornerstones of Care, HOLT CAT, and Terracon
- Coordinated and directed creative and production teams of up to five people
- Honed sales and service skills, identified solutions to marketing errors of a major insurance firm

### Graphic Designer

06/2011 – 10/2016

#### John Deere, Olathe, KS

- Executed thousands of projects, including ads reaching 3.2M+ customers, quarterly tri-fold direct mail to 1M+, and event marketing materials driving 700%+ sales growth year-over-year
- In-house collaboration with copywriter partner on assigned Small Ag product lines
- Delivered additional on-brand projects across Large Ag, Parts & Service, Publications, Turf, and Consumer & Commercial Equipment divisions

### Senior Art Director

09/2005 – 04/2010

#### BKV, Overland Park, KS

- Developed concepts and designs within strict brand guidelines, both independently with a copywriter partner and within established creative team workflows
- Designed RFP secured new agency client; personal reputation leveraged another
- Promoted from Art Director; Employee of the Month (x3) and Employee of the Year

### Art Director

03/2000 – 04/2005

#### Osborn & Barr, Kansas City, MO

- Founding member of start-up creative department
- Appointed lead Art Director for John Deere Credit and Parts Marketing accounts
- Hired as Graphic Designer, added IT Branch Manager; promoted to Art Director

## COMMUNITY SERVICE

### Troop Leader (various roles)

04/2022 – Present

#### Scouting America – Troop 218, Overland Park, KS

- Volunteer leader across multiple Scout committees and organizations
- Campmaster and Trail to First Class Leader; completed Wood Badge 5-307-24
- Created branding for digital, print, vehicle wraps, and apparel

## SOFTWARE SKILLS

Adobe Creative Cloud  
Microsoft Office  
Google Workspace  
Asana, Trello, Wrike

## CLIENT HIGHLIGHTS

[Alphapointe](#)  
[Corbion](#)  
[Cornerstones of Care](#)  
[DOD Technologies](#)  
[HOLT CAT & affiliates](#)  
[John Deere](#)  
[Terracon](#)

## MARKET EXPERIENCE

Agriculture & Turf  
Animal Health  
Business to Business  
Construction  
Energy  
Environmental  
Financial Services  
Food  
Government  
Healthcare  
Industrial  
Insurance  
Manufacturing  
Mechanical  
Non-Profit  
Real Estate  
Retail  
Social Services  
Telecommunications  
Transportation

## EDUCATION

**BFA in Printmaking**  
**BA in Graphic Design**  
**Drake University,**  
**Des Moines, IA**

## AWARDS

**ADDY, AMBIT,**  
**FOUNTAIN, NAMA,**  
**PRISM, FOUNTAIN**  
(Detailed on LinkedIn)