

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)