

Senior Art Director/Senior Graphic Designer

- Driving sales with traditional, non-traditional, and digital design
- Adaptable in design and direction with a growth mindset for business needs
- 12+ years agency, 16+ years entrepreneurial (contract and freelance) experience
- Inquisitive to learn the full scope and background stories; explorative outside the box; meticulous in refining details; multitask for shifting priorities
- Deadline-driven and budget-conscious
- Articulate communication and presentation skills; thrives on cross-functional collaboration and offering constructive criticism

Experience

Senior Art Director (Freelance) 2010 – Present

STICKMAN LLC, Overland Park, KS

- Created a myriad of material within brand guidelines (catalogs to one-pagers, events to e-newsletters), conveying technical and abstract concepts for Corbion
- Created dozens of quarterly tri-fold flyers, counter cards, OOH boards, digital and print ads, event graphics, and a truck badge; defining brand standards for HOLT CAT
- Subcontract for virtual agencies; coordinate and direct creative and production teams
- Brief pivot to open insurance agency as licensed agent, learned sales techniques, identified messaging problem areas for major insurance corporation

Graphic Designer (Contract) 2011 – 2016

John Deere, Olathe, KS

- Thousands of projects, including dozens of ads reaching 3.2M+ customers, quarterly direct mail amplifying seasonal offers to 1M+, event revenue- and lead-generating marketing materials assisting in 700%+ sales increase over previous year
- Collaborative partnership with staff copywriter for assigned Small Ag product lines
- Additional on-brand project work for Large Ag, Parts & Service Marketing, Publications, Turf, and Consumer & Commercial Equipment divisions

Senior Art Director (Full Time) 2005 – 2010

BKV, Overland Park, KS

- Concept and design development within strict brand guidelines for corporations, using established creative team workflows, as well as independent work
- Identities for Armed Forces Insurance and Sheffield Place (current after 15 years)
- RFP design landed one new agency client; personal reputation brought another
- Three-time Employee of the Month, Employee of the Year; promoted from Art Director

Art Director (Full Time) 2000 – 2005

Osborn & Barr, Kansas City, MO

- One of the initial creative department members for start-up office.
- Selected as lead art director for John Deere Credit/Parts Marketing accounts
- Hired as a Graphic Designer, added IT Branch Manager; Promoted to Art Director

Activities & Awards

Committee Member 2022 – Present

Troop 218 Scouting America, Overland Park, KS

- Wood Badge 5-307-24 Leadership Training
- Co-Campmaster and Trail to First Class Director at H. Roe Bartle Scout Reservation
- Brand guideline design of digital, print, vehicle wraps, and apparel for Troop 218

PRISM, FOUNTAIN, AMBIT, NAMA, ADDY awards (*Details on LinkedIn*) 2003 – 2010

Skills

- Concepts, Design Direction, Art Direction, Graphic Design, Copy Editing, Production
- Adobe Creative Cloud, Microsoft Office, Google Workspace, Salesforce, collaboration tools

Client Highlights

[Alphapointe](#)

[Armed Forces Insurance](#)

[Bergen Pain Management](#)

[C You in the Major Leagues](#)

[Caterpillar](#)

[Corbion](#)

[Cornerstones of Care](#)

[Daimler AG](#)

[DOD Technologies](#)

[HOLT CAT \(and affiliates\)](#)

[John Deere](#)

[MCA](#)

[PlyGem](#)

[Sheffield Place](#)

[Syneidesis](#)

[Terracon](#)

[United Country](#)

Full Industry 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