

Name

Contact info URL for website + LI

Summary of Qualifications

Senior Product Design manager whose design + marketing experience in leading large, cross-channel programs has resulted in increased sales in the consumer packaged goods, retail and financial services industries. Provides managerial oversight to interactive design, traditional print media, visual design, UI/UX design teams. Collaborates with global stakeholders to strategize designs that articulate the brand message. Client-facing representative for Frigidaire, Electrolux, ICON, Kenmore + private label brands.

Selected Accomplishments

- Designed 2015 Frigidaire Pro award-winning kitchen suite
- Managed partnerships with the Charlotte Hornets, the Carolina Panthers and UNC Charlotte charity drives, advertising sponsorships, establish a student union branch at UNC Charlotte
- Produced + designed print catalogs for Bachrach Men's Fashion, Victoria's Secret, Ethan Allen Furniture, Babies R Us, Chadwicks of Boston and Jessica London
- Designed web banner ads for the Carolina Panthers + Cheerwine Softdrinks

Professional Experience

Senior Design Manager

2011 - 2015

Electrolux AB, Charlotte, NC

- Developed product design solutions to enhance current offerings as well as new appliances
- Enhanced Electrolux brand through creative visual brand language
- Ensured constant high quality of the design output through customer focused initiatives
- Coordinated engineering and design for each product launch
- Liaised among Business Group, Marketing, Technology and Engineering on key brands.
- Documented retail channel benchmarking, providing recommendations regarding customer journey and shopper decision making methodology
- Conducted audits via photographs, diagrams and visualization documentation that supports forecasted designs and color trends
- Managed + trained graphic and industrial designers

Marketing Executive VP

2010 – 2011

Charlotte Metro Federal Credit Union, Charlotte, NC

- Responsible for the ongoing development and implementation of marketing programs, business development, communications and advertising campaigns
- Provided strategic direction on traditional and social media marketing, overseeing expansion of credit union's rapid growth
- Developed marketing strategies for product line advertising through direct marketing, digital, social and traditional media

Art/Media Director

2008 - 2010

American Asset Corporation, Charlotte, NC

- Coordinated corporate digital marketing initiatives by interpreting brand strategy, setting guidelines and strategic initiatives, managing deliverables within deadlines
- Partnered with the creative + direct marketing teams on list segmentation, verifying testing programs, CoreMetrics tracking tags, and scheduling

Production Manager

2006 - 2008

Quebecor Media, Charlotte, NC

- Designed retail and private label packaging, manage production deadlines, pre-press, vendor support, billing and invoicing
- Photography art director providing color corrections, color management + swatch matching

Interaction/Print Designer

2004 - 2006

ECMS Advertising Agency, Charlotte, NC

- Designed client web sites through technical design, format and layout
- Created interactive tutorials, mobile interface, trade-show displays, digital signage and press kits

Senior Brand Designer

2002 - 2004

Delhaize America, Salisbury, NC

- Responsible for the development and approval Food Lion's Style Guide of corporate trademarks, logos, brand usage guidelines, and private label package design synergies.
- Oversaw production of weekly advertising oversaw production of TABS, ROP, web banners, email campaigns, direct mail, social media campaign

Technical Skills

OS: Adobe CC (InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat), HTML, CMS (WordPress) - ALIAS - Blender - Catia - ColorSpace - Director - Fireworks - Final Cut Pro - FlashForm-Z - Java Script - Keynote - Keyshot - Office - PitStop - Rhino - UI/UX - Wire Frames
Windows: Access - AtTask - Captivate - CAN-SPAM - Drip Media - Entourage - Documentum Flex Graphite - Group Mail - Google Ad Pro - Intactix - JD Edwards - JQuery - MYSQL - Omniture - PHP SolidWorks - Sketchup - Spaceman - QR/2D Codes - Visio - XHTML - XSL

Education

Virginia Commonwealth University, Richmond, VA

BFA Summa Cum Laude

Minor - Business Administration

MBA - anticipated 2018

Brevard College, Brevard, NC

AFA Cum Laude

Minor - Marketing