



Graphic Designer & Illustrator

Extensive design and marketing experience for business-to-business (B2B), business-to-customer (B2C), and Software as a Service (SaaS) models. Ability to conceptualize and execute designs and illustrations to create best-in-class design output for a brand and its marketing channels.

Self-motivated professional who creates clarity from ambiguity, thrives in fast-paced, agile environments, and demonstrates a passion for continuous learning in design and marketing. Improvement-focused team builder and player-coach who drives change across all levels.

Areas of Expertise

Brand Design • User Interface (UI) & User Experience (UX) Design • Layout Design & Typography • Logo Design & Color Theory • Infographics & Iconography • Photo Editing, Image Retouching, & Recoloring • Product & Digital Illustration • Project Management • Digital & Campaign Marketing • Brand Identity & Continuity • Time Management & Organization • Presentation & Communication Skills • Collaborative Teamwork • Vendor Relations • Team Leadership & Training

CAREER HIGHLIGHTS

- Streamlined email template design process to ensure 100% brand continuity in design projects involving multiple departments; created individual modules for teams to use in creating customized wireframes (The Buckle)
 - Trained content and email teams on using modules in the wireframe when design changes were requested
 - Eliminated the issue of missed deadlines and mitigated confusion between teams
- Part of the leadership team credited for increasing revenue by 43.6% from the prior year with \$1.295B in net sales (\$903.3M from the prior year) due to contributions as player-coach for design campaigns (The Buckle)
- Served as the lead designer for Nasco Education's pioneering digital learning platform (Nasco Educate)
 - Created content to standardize brand identity including logo, icons, illustrations, fonts, and color palettes
 - Partnered with UX/UI designer to create web portal and landing pages to promote new platform on Nasco Education's website
 - Developed assets that revolutionized the company's selling bundles, classroom kits, and digital lessons
- Spearheaded rebranding initiative for Nasco Sampling and its leading brand, Whirl-Pak®
 - Saved major costs by integrating original design themes into new brand guides, iconography, catalogs, trade show graphics, sales collateral, stationery, and web assets
- Part of the Marketing team for Gordon Flesch Company that helped achieved record revenue of \$220 million in 2023 (20% up from previous year)

PROFESSIONAL EXPERIENCE

VERA BRADLEY – Roanoke, IN (Remote)
FREELANCE GRAPHIC DESIGNER

2024

I updated the icons to match the new brand look. These icons are now used across all marketing channels, including in-store signage and corporate informational materials.

GORDON FLESCH COMPANY – Madison, WI
SENIOR GRAPHIC DESIGNER

2022 – 2024

As the only graphic designer on the Marketing team, I was responsible for designing and developing all print and digital marketing collateral for GFC's branches throughout the Midwest. This included creating sales flyers and brochures, PowerPoint presentations for RFPs, and social media graphics. Additionally, I handled prepress and production work to create final output files that met vendor specifications.

- Better defined and documented GFC's brand identity (Brand fonts, color palette, icons, and design elements)
- Developed iconography that aligned with the GFC website
- Maintained and updated infographics and other content for RFP's that helped win 40% of the proposals for 2023 (8% up from previous year), resulting in \$5,694,871 (\$5,004,871 in new business — 23 net new customers)
- Help plan and design graphics for over 50 company promotional events in 2023 including open houses, tech summits, lunch and learns, golf outings, and charity events for seven branches

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DESIGN MANAGER – BRAND CREATIVE

Produced quality design output across numerous marketing channels, managing multiple, concurrent projects to meet requirements, deadlines, and design standards. Reviewed and approved marketing collateral and refreshed iconography in alignment with Buckle's branding to promote awareness of brands and seasonal events. Developed style guides including fonts, color palettes, and custom illustrations for promotional events for specific brands. Provided art direction for in-house photoshoots to align marketing strategies and branding across all levels.

- Oversaw a 6-member team responsible for designing omnichannel graphics in the marketing department
- Co-implemented digital asset management (DAM) software to organize marketing collateral's library of digital assets
- Selected as part of key team tasked with implementing best practices on use of the DAM
- Raised \$400K+ for the Spring Break 2022 promotional event by compiling and pitching presentations to 24 brands
 - Conceptualized and executed style guides and 20 individual web page experiences using Figma for each brand; drafted blog content and created promotional video design assets
- Fronted the company's diversity and inclusion (D&I) initiative as the lead designer

NASCO – Fort Atkinson, WI

2010 – 2021

SENIOR DIGITAL GRAPHIC DESIGNER – NASCO EDUCATION (2019 – 2021)

Designed and produced original art and digital layout for clients like STEM101 and Cloud9World, including email campaigns, social media content, infographics, presentation design, and interactive design for the B2B marketing company. Created marketing email templates, developed logos, designed iconography, infographics, and web pages.

- Promoted to serve as the only digital graphic designer on the team responsible for partnering with STEM Fuse and Meeper to bring Nasco into the digital side of education (SaaS) by designing assets within the Nasco Educate portal
- Rapidly learned the new digital design program and all aspects of responsive design to build assets and layouts adaptable to both mobile platforms and desktop users
- Successfully created a visually impactful web page experience for users via the Zmag platform and utilizing Figma
- Streamlined web user experience by creating icons that visually assisted in site navigation

SENIOR GRAPHIC DESIGNER – NASCO SAMPLING (2017 – 2019)

Hand-selected by the new marketing director to join the Nasco Sampling team to develop customized iconography and illustrations that drove the success of long-term plans for the Whirl-Pak® brand. Steered brand direction by creating design assets utilized by company to date. Headed project tasks for multiple, concurrent initiatives.

- Leveraged rapport with sales and vendors of Whirl-Pak® brand to streamline approval and production processes
- Improved overall brand visibility by standardizing the color palette, introducing iconography and illustrations, and creating a universal brand guide
- Created an avatar that users recognized on a universal scale
- Enhanced sales team's deal-closing rate, facilitated their productivity, and improved overall morale by partnering with them on creating aesthetically pleasing client PowerPoint presentations

SENIOR GRAPHIC DESIGNER – RESEARCH & DEVELOPMENT (2010 – 2017)

Designed proprietary products used in K-12 classrooms and sold exclusively in Nasco's catalogs. Partnered with education clients searching for high-quality design materials to self-publish their curriculum. Art-directed photoshoots to include in instruction manuals and trade show graphics. Undertook a coaching and mentoring role to free up managerial time.

- Maintained mutually beneficial relationships with local printing vendors and sales representatives from high-profile companies such as Meridian, Badger Press, and Big Systems
- Trained a new designer for success in the graphic designer role after earning promotion to senior-level status in 2014
- Ensured all projects remained under budget by researching vendors and negotiating pricing structures

EDUCATION**Associate of Arts, Graphic Design**

Madison Area Technical College

TECHNICAL SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, Acrobat) • Website Design & Email/Social Media Marketing (Zmag, Bronto, Hubspot, Figma) • Microsoft Office Suite (PowerPoint, Excel, Word) • Wrike and Monday (PM Tools)