

Mastering the art of communicating an idea, moving someone to take action or creating a visual road map, is the pinnacle responsibility of a great designer. Making choices based on research and intuitive listening allows the designer to create visually compelling solutions that address intended goals. This is my motto. Whether developing brands, strategizing a new marketing campaign or designing an infographic, the same amount of work goes into each project. Working under tight deadlines and managing multiple projects only energizes these efforts. I believe these things contribute to my success as a designer.

experience

CREATIVE DIRECTOR

May 1999 - Present

WEAVER DESIGN AGENCY

Career Development

After 30+ years designing—a seasoned veteran in the industry—I have worked to become the best person I can be through my successes, my failures and my dedication to always striving for excellence. I continue to challenge myself by looking for that fresh idea, maintaining high standards and keeping up with industry trends. I am patient, organized and have a passion for visually compelling designs.

- Continuous creative growth through participation in design conferences, technology courses and online resources
- Effective brand development and strategy with experience in applying the brand across multiple channels including print, video, websites, social media platforms and email blast platforms
- Determine photographic needs and direct photo shoots to ensure style fits the project vision
- Benchmarking in an effort to maintain comprehensive design solutions
- Development of strategic goals with clients and offering unique alternatives to marketing needs
- Work diligently to meet tight deadlines and ensure vendors conform to those same deadlines
- Exceptional communication skills – ability to read people and understand personalities and strengths to support them in reaching their full potential
- Provide guided leadership role to effectively delegate responsibilities while still utilizing my own creative talents to enhance the project. Firm believer in being able to continue to design and not just lead, but to work side-by-side with my creative colleagues.
- Excel in project coordination, working on multiple projects in a fast-paced environment and maintaining client budget constraints
- Maintain close relationships with printers/vendors, creating a collaborative atmosphere as a way to take advantage of updated technologies and techniques
- Believe that team collaboration is important to the success of a project but also enjoy stretching my brain and doing hard-core thinking to come up with tactile solutions to share
- Mentor to students through internship programs at Mott Community College, University of Michigan and Michigan State University
- Mastery in the latest Adobe Creative Suite programs including Photoshop, InDesign, Illustrator and Acrobat, PowerPoint, Word, Excel, Canva.
- Working knowledge of building accessible digital files based on Accessibility Guidelines (WCAG)
- Strong knowledge base in social media marketing and creating digital assets
- Video planning, direction and editing
- Skilled in color correction to enhance key elements and photographs in print material

CONSULTING DESIGNER

July 2014 - Present

MICHIGAN STATE UNIVERSITY - OFFICE OF UNIVERSITY ADVANCEMENT

Career Development

In conjunction with running my own studio, I am consulting with Michigan State University's Office of Advancement. I have been able to gain a stronger sense of the inner workings of fund-raising for a large institution and have become an integral part of developing key messages and creative ideas to elicit action in current and potential donors.

- Assisted the director of marketing on developing new ways to deliver the *Empower Extraordinary* campaign messages to the audience, including storytelling through photography, infographics, responsive design experiences, and mini campaign initiatives
- Work with the Annual Giving team to produce materials for alumni, increasing the drive to support MSU
- Development of complicated concepts, ideas or data mapping into visually compelling info graphics as a way to break down the data into easily digestible information
- Responsible for the design and production of *Developments* and *Spartan* publications including layout, cover concepts, photo planning and art direction, print production and press checks to ensure the quality and level of professionalism is maintained
- Research, locate and hire outside illustrators and photographers to assist in bringing concepts to fruition
- Work across multiple mediums (video, social, web, print) to create storytelling tools that are fresh and engaging but maintain the University's brand
- Collaborate with creative team on video and photographic styles to ensure that the design vision is evident throughout all required components of a project
- Building and adhering to production schedules in an effort to deliver projects on-time and within budget
- Knowledge of Jobsuite for project tracking within the department
- Working knowledge of digital publication platform Ceros
- Working knowledge of Salesforce

ADJUNCT PROFESSOR OF GRAPHIC DESIGN

September 2008 - April 2013

UNIVERSITY OF MICHIGAN

Career Development

Something I've always wanted to do is mentor students, strengthen their design skills and educate them with real-world scenarios to enhance their capabilities

- Instructed students in 100 - 300 level typography/design classes teaching them typography nomenclature, use of grid structures, color theory and how to combine type with imagery
- Provided an open environment where students could spend time developing their ideas, often matriculating past their original thoughts to a fully developed design solution
- Lead the senior 400 level portfolio classes, which provided students the opportunity to refine their portfolios, develop strong brand identities and learn to present their art
- Served as the creative director for the student run design studio giving students "real world" experience in running a design business. Students gained knowledge in developing print specs for bid, collaborating in teams, presenting their designs, client communication, working within budgets and organizing and maintaining multiple deadline driven projects

SENIOR GRAPHIC DESIGNER

June 1994 - May 1999

KARL OLMSTED ASSOCIATES

Career Development

It was here that I gained extensive knowledge in print production techniques and put into practice my knowledge of grid structures and page composition. As Senior Graphic Designer I had the creative freedom that allowed me to design to my full potential. I also gained experience in project management and client relations.

- Met with clients, to define project parameters and discussed anticipated outcomes
- Project management from design/print specifications through finished publication
- Determined photographic needs and directed photo shoots ensuring quality images
- Researched to gather background information, resulting in comprehensive design solutions
- Client presentations and ongoing communication
- Production for print as well as supervision of the printing processes and color correction

education

University of Michigan - Ann Arbor, MI

BFA December '93 - Concentration in Graphic Design

Graduated Cum Laude

In addition to my degree, I make it a point to continue learning and growing in my field through online classes and tutorials, attending design conferences, and closely monitoring industry trends.

awards/honors

- Over 75 ADDY Awards including 7 best of Shows, and 4 Special Creative Excellence Awards
- 4 Regional Gold ADDY's, 4 Silver Regional ADDY's
- Multiple Gold/Silver Wilmer-Shield Rich Awards of Excellence in Communication in Philanthropy
- Numerous Best of Show, Gold and Silver Healthcare Marketing Awards
- CASE Award - 2007, for The College for Creative Studies
- Multiple CASE Awards and Addy Awards for the *Empower Extraordinary* Campaign materials
- Published in *Create* magazine
- Published the International issue of *HOW* magazine

affiliations

- Member, University of Michigan Alumni Association
- Member, American Institute of Graphic Artists (AIGA)
- Past mentor, Women in Education program through the Foundation for Mott Community College
- Past advisory board member, St. John the Evangelist Catholic School