

Design Experience

Idea Greenhouse, Minnetonka, Minnesota

Graphic Designer for an ideation company serving Fortune 100 Companies, Fall 2007 – Present

- New product renderings and packaging for Pillsbury, Nature Valley, Georgia-Pacific
- Written product concepts for Betty Crocker and Bisquick
- Focus group concept boards for Dairy Queen International
- Final reports, self-promotional material, presentations and company website

Freelance Design, Louisville, Kentucky and Minneapolis, Minnesota

Independent Web and Identity Designer, Fall 2006 – Present

- Identity System for An Affair of the Heart, LLC, Celebrant
- Logo and Website for Livingston Street Decor, Online Store
- Sales Material for ProMed, Inc., Durable Medical Distributor

Mindsalt Design, Louisville, Kentucky

Junior Designer, Spring 2006 – Fall 2007

- Themed Signage for CoCo Key Waterparks
- Newsletters for Topworx, Valve Company
- Invitation for ATA Career Education
- Website Design and Updates
- Construction Documents
- In-house Production

Doe Anderson Advertising and Public Relations, Louisville, Kentucky

Art Direction Intern, Summer 2005

Designed and presented a plan for Doe Anderson's 90th Anniversary to entire agency "We're 90 and still fresh," complete with a grocery store themed identity, 3D illustrations of a history exhibit, invitations, and brochures.

Louisville Zoological Gardens, Louisville, Kentucky

Design and Marketing Intern, Summer 2005

Carnegie Mellon University, Pittsburgh, Pennsylvania

Promotional Designer and Editing Assistant for Admissions Office, Fall 2003 – Spring 2006

- Undergraduate Student Handbook
- International Festival Posters, T-shirts, Brochure
- Hispanic Heritage Month Poster
- Sexual Assault Awareness Brochure
- New Student Pic Book
- Multicultural Cookbook
- Black History Month Poster
- Study Abroad Fair Posters

Computer Skills

Adobe Photoshop, Illustrator, InDesign, After Effects, Image Ready
Dreamweaver, Flash, QuarkXpress, HTML, Microsoft Word, Excel, Powerpoint
Mac and PC, Digital Prepress

Community Leadership

ConsumerVisionaries™ Idea Greenhouse, Minnetonka, Minnesota

Member of a selective creative think tank, generating ideas for Fortune 100 companies, Summer 2005 – present

Gilda's Club, Louisville, Kentucky

Volunteered and taught design software, 2007

American Institute of Graphic Arts (AIGA), Pittsburgh, Pennsylvania

2004 – 2006

Education

Carnegie Mellon University, Pittsburgh, Pennsylvania

BFA, Communication Design, Class of 2006
English Creative Writing Minor
Full Academic Scholarship, 4 years