

**WireWheel**

**Creative Director** / Arlington, VA / 2019 – Present

- Over 12 months, design efforts via marketing partnerships contributed to 6,100 new leads, 330 opportunities (56% of all opportunities), \$13m in pipeline, and \$1.125m of closed won revenue (75% of total closed won revenue)
  - Defined WireWheel's visual identity including brand guidelines, template construction, collateral creation, and website redesign, while partnering with UX/UI to integrate design across the software platform to ensure a seamless and cohesive brand experience, contributing to a \$15m interim funding between investment rounds
  - Coordinated, branded, promoted, and executed first annual virtual Privacy Technology Conference with nearly 1,500 attendees resulting in close to 400 new leads
  - Interviewed, hired, onboarded, trained, and managed marketing staff and design contractors
  - Developed roadmap for creative department including MBOs, weekly sprints, and the creation of a marketing calendar to aid in sales enablement and company-wide planning
  - Collaborated with Marketing, Product, Sales, and Senior Leadership to establish go to market strategy for products, solutions, and thought leadership pieces
  - Managed relationships and initiatives with external social media, SEO, web development and video agencies including project management, creative direction, review cycles, and deployment
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**Guidehouse,  
formerly PwC  
Public Sector**

**Senior Graphic Designer** / McLean, VA / 2018 – 2019

- Managed brand transition from PwC Public Sector to Guidehouse, setting timelines and strategies for implementation while expanding and maintaining brand guidelines, and serving as contact for creative counsel and leader of visual identity adoption on all marketing collateral and proposals
  - Reviewed marketing/proposal documents for brand, design, and best practice compliance while participating in marketing efforts, proposal development, and deliverables for multi-million-dollar contracts
  - Engineered technical templates, asset libraries, and training documentation for company-wide use to promote consistency and efficiency across, content, styles of deliverables, and use cases
  - Assigned projects across seven designers while also managing three contractors
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**CEB, now  
Gartner**

**Senior Graphic Designer** / Arlington, VA / 2017 – 2018

- Department lead for a team of 30 designers for campaigns and environmental design processes where tasks included creation and implementation of trainings on environmental design, creative process, concept explorations, industry best practices, vendor prepping, and production processes
  - Conducted ongoing design reviews for junior designers and peers through creative direction informed by user experience for major print, digital, and conference campaigns
  - Project managed multi-faceted campaigns, with hundreds of assets for a team of six designers, coordinating across departments and reassessing strategies as business priorities changed
  - Mentored 20 junior designers on technical and non-technical topics, ranging from creative approach to project and relationship management skills
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**Graphic Designer** / Arlington, VA / 2014 – 2017

- Worked under brand guidelines, and in collaboration with Web, Multimedia, and Print Production teams, to create a variety of collateral for global marketing campaigns, quarterly magazines, infographics, conference signage, web graphics, web portals, interactive experiences, and sales presentations
  - Project managed 5-10 projects weekly in a fast-paced environment through kick-offs, check-ins, critiques, pre-planning, scoping, creating timelines, establishing cost estimates, and driving internal clients to meet deadlines on budget
  - Implemented a new brand strategy across all deliverables, including rebranding existing materials as well as creating new artwork assets, templates, and graphic libraries for use across the design team and firm wide
  - Managed new project queue and accurately aligned designers by evaluating team workload and capacity through collaboration with global teams (UK, India, South Africa, Australia)
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## The Design Minds

### Graphic Designer + Junior Exhibit Designer / Fairfax, VA / 2011 – 2014

- Developed concepts and designed graphics for exhibits, displays, case layouts, waysides, wayfinding strategies and signage ranging from history museums to visitor centers
  - Coordinated production files with printers and fabricators to meet submission processes
  - Organized case layouts for artifacts and display objects
  - Constructed scale models and oversaw sample quality and installation processes on site
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## Drexel Photography Department

### Work Study / Philadelphia, PA / 2007 – 2011

- Managed distribution of photography equipment and lab monitoring
  - Assisted with printing and printer maintenance along with dark room printing and maintenance
  - Helped organize local high school photo contest, including sorting, documenting and judging admissions, as well as organizing and curating the show for the winning photographs
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## Amanda Stevenson Photography

### Graphic Design + Photo Intern / Philadelphia, PA / 2009 – 2010

- Created logos, business cards, and promotional marketing materials for business promotion and events including post cards, catalogues, advertisements, and e-mail blasts
  - Assisted with lighting and styling on set, retouched photos, and systematized file maintenance
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## Freelance

### Graphic Designer + Project Manager + Account Manager

Supported startups and small companies by developing branding strategies and collateral

#### Business and Beverages Podcast 2020

- Developed and created branding materials for business oriented podcast series including logo, and social media templates

#### Amakihhi Boutique 2020

- Developed and created branding materials for accessory store including logo, thank you notes, and business cards

#### Causeway Leadership, LLC 2019 – 2020

- Designed templates, teaching materials, and handouts for leadership development and consulting services

#### Jolt Recruiting 2017 – 2020

- Developed and created branding materials for boutique recruiting firm including logo, stationary set, and business cards

#### Sugar and Pop Kettle Corn 2018

- Developed and created branding materials for mom and pop kettle corn food truck including logo, stationary set, and business cards

#### New York State Vehicle and Traffic Law Quickchart 2013 – 2017

- Designed NYS Vehicle and Traffic Law Quickchart book, ads, and branding

#### Schultz Wedding Package 2012

- Designed save the dates, invitations, and RSVP cards as well as info graphics for printed elements

#### Reel Tribute Documentaries 2011

- Designed advertising materials following pre-established brand guidelines for memorial documentary services
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## Education

### Bachelor of Science in Graphic Design

Drexel University  
2011

## Awards

### 2015 – MarComm Awards

Gold Winner – Website

*CEB ReimagineHR Conference Site*

### 2014 – MarComm Awards

Platinum Winner – Design (Print)

*CEB Q2 CHRO Quarterly Magazine*

### 2011 – University & College Designers Association Design Competition

Award of Excellence  
Publication Design  
*Pointless Publication*

### 2011 – Creativity Awards Print & Packaging

Gold Award Packaging  
Concept & Design  
*Kramer's Books Takeout Packaging*

## Software

### Adobe Create Suite

Acrobat  
After Effects  
Bridge  
Dreamweaver  
Illustrator  
InDesign  
Lightroom  
Photoshop  
Premiere  
Basecamp  
Ceros  
Deltek  
Divi

Eloqua  
Figma  
Filemaker Pro  
G-Suite  
Hotjar  
Invision  
Marketo  
Microsoft Office  
Monday  
SharePoint  
Whimsical  
WordPress  
Workfront  
Workgroups

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