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NORTH CAROLINA STATE UNIVERSITY
Bachelor of Graphic Design Degree: [College of Design](#)

Minor & Concentration /
Spanish & International Politics

experience

Sabbatical
freelance designer & artist

FEBRUARY, 2010 – PRESENT

Currently I freelance for a few local business and non-profits. I chose to leave Waggener Edstrom in January for a 3-month personal sabbatical in order to pursue goals that include the mentioned freelance opportunities as well as mixed-media art experiments & travel.

Waggener Edstrom Worldwide
experience designer

MAY, 2008 – JANUARY 2010

While an Experience Designer with WE Studio D – the digital design lab inside Waggener Edstrom Worldwide – my primary responsibilities were to collaborate with project managers, designers and developers in order to deliver consistent and quality online experiences. Projects encompassed a variety of solutions from microsites and extended online branding to community-driven experiences that include blogs, videos apps and other engines of valuable user experience.

The evolution of Social Media and how it relates to PR is an ongoing focus for WE Studio D. Harnessing these new media outlets, options and experiences and implementing them in a thoughtful, dynamic and creative way made this job particularly engaging.

MISG, a division of ANXeBusiness Corp
web designer

OCTOBER, 2005 – APRIL 2008

Primary function was to collaborate with developers to design user interfaces for web applications from project scope and architecture to complete front-end.

Worked with division heads and senior staff as lead design to develop marketing strategies, including: online & print marketing, trade show & event design, style guides, corporate branding and product branding.

Gained familiarity with PHP, JavaScript & ActionScript 2. Developed strong experience with web standards, browser compatibilities, UX, SEO/SEM and CMS.

La-Z-Boy / Ashby's Furniture, Inc
lead designer

OCTOBER, 2002 – SEPTEMBER 2005

Conceived, instated & managed the In-Home Design Program for all district stores. Developed a design protocol and model, authored company training manual, hired & trained design staff and managed sales staff on design-related materials.

Other duties included purchasing, in-store marketing, inventory management and client design presentations – directly resulting in 20% of company-wide sales.

Awarded Designer of the Year for 2004.

Ultra 16
junior designer / internship

JANUARY, 2002 – MAY 2002

Designed look & feels, interactive mock-ups and animation examples for new clients and supported existing campaigns with additional design work.

Assisted with project management through market research and identification pertinent to individual client needs. Produced mock-ups with designers and developers to refine solutions. Monitored industry trends and presented findings to Principal and Managing Partner as relating new business opportunities. Reviewed content and prepared RFPs for new and existing clients.

50 Forward Media
junior designer

JANUARY, 2001 – NOVEMBER 2001

Collaborated with project managers and developers in order to develop user interfaces for web applications, CD-ROMs and web sites. Created wireframes, site maps, usability tests and other design documents pertinent to the project scope. Primary web technologies used were CSS/HTML, Flash and Dreamweaver. Gained exposure to PHP & ActionScript.

[Professional references are available upon request.](#)