

SUMMARY

As a Creative Director with 20 years of agency experience and an MFA in Innovation Studies and Design Research, I bring a unique blend of strategic insight and creative expertise. In my most recent role, I led the design team at a key agency partner for FedEx, where I elevated B2B and B2C marketing collateral, digital and social campaigns, email marketing, internal presentations, and dozens of web pages for FedEx.com, which attracts over 100 million unique visitors monthly.

In addition to my agency work, I spent eight years as a design educator at Virginia Tech, where I helped shape the program into one of GDUSA's Top Design Schools. My industry experience enabled me to apply a practical, real-world spin to all levels of classes, including design foundations, typography, advertising campaigns, design for social impact, branding, and the student-run design studio, where we worked with real clients on websites, logos, and all forms of marketing collateral.

A hands-on design mentor with a sharp eye for detail and deep expertise in the principles of branding and layout, my teams and I excel at building compelling, cohesive design systems that align with client goals, strategies, and brand standards. I thrive on fostering collaboration, communication, and delivering impactful work that inspires meaningful connections and positive change in how people engage with the world.

EXPERIENCE

03/2023–10/2024 Associate Creative Director – Design

Counterpart, Memphis, TN (remote)

- *Managed a team of 8-10 designers, production artists, and freelancers.*
- *Oversaw and elevated the level of all client deliverables, including B2B and B2C digital campaigns, digital and print collateral, logos and branding, websites, motion graphics, email marketing, and internal presentation decks.*
- *Ensured brand consistency and compliance across all platforms for FedEx (a major client) and its divisions, including FedEx Express, FedEx Ground, FedEx Freight, FedEx Office, FedEx Dataworks, FedEx Alliances partner marketing, and the FedEx Rewards incentive program.*
- *Oversaw web page design for FedEx.com, including the home page (>100M unique visitors monthly)*
- *Initiated and supervised Counterpart's recent rebrand (logo, tagline, website, digital marketing, and all internal communication templates).*
- *Other clients included: Terminix, Tristate Armature (industrial electrical supplier), Core Messaging (business consulting), Accredo (healthcare and pharmacy services), and several local non-profits.*

04/2007–present Owner / Creative Director

The Rocketlab

As a freelance creative director, art director, designer, copywriter, and illustrator, I've worked with scores of agencies and clients such as AMD, CNBC, Professional Bull Riders, Samsung, Texas Health Resources, and Xerox on digital, print, and web-based branding and marketing materials.

07/2022–03/2023 Creative Director

DECODE Advertising (now Unlock Health), Houston, TX

- *Managed and mentored a creative team of 10 art directors, designers, and writers on digital-focused B2B and B2C campaigns, branding, website design, and email marketing.*
- *Agency awarded MM&M's 2022 Silver Small Healthcare Agency of the Year and named to the 2022 Houston Business Journal "Fast 100" list.*
- *Clients included Common Spirit Health (one of the nation's largest nonprofit healthcare systems), CyrusOne (enterprise-class data storage), Hart Energy, White Deer (private equity firm focused on sustainable energy) and Hike the Good Hike (mental health awareness and advocacy).*

08/2014–05/2022 Associate Professor of Practice and Program Co-Chair ('21–'22)

Assistant Professor of Practice ('14–'21)

Virginia Tech, Blacksburg, Virginia

- *As a Professor of Practice at one of GDUSA's Top Design Schools, I helped students polish ideas into award-winning outcomes, offering practical advice on industry best practices, and telling more than a few dad jokes.*
- *As Program Co-Chair, I worked with faculty and university committees on curriculum development, recruitment, scholarships, and hiring.*

- 08/2014–05/2022 **Director**
FourDesign (the student-run design studio at Virginia Tech), Blacksburg, Virginia
- Managed and mentored a revolving team of 10 graphic design majors every semester.
 - Students gained real-world experience working collaboratively with local and regional clients on ad campaigns, digital and print collateral, logos and branding, websites, and animations.
 - Students also learned how to prepare creative strategies, briefs, estimates, timelines, and invoices
 - Clients included The City of Blacksburg, River Company Brewing, the U.S. Cyber Range, and scores of departments and centers across Virginia Tech.
- 08/2011–05/2014 **Teaching Fellow**
University of North Texas, Denton, Texas
While pursuing my MFA, I taught multiple sections of Art Direction, Typography and Image-Making.
- 08/2008–05/2011 **Adjunct Instructor**
Texas State University, San Marcos, Texas
At Texas State, I taught one Art Direction course per semester while running my freelance studio.
- 08/2009–08/2010 **Creative Director**
97 Degrees West, Austin, TX
Clients: Acorda Therapeutics, Insurance Network of TX, O'Brien Architects, Univar and others
- 03/2004–04/2007 **Senior Art Director**
SicolaMartin / Y&R Austin, Austin, TX
Clients: AMD, Blu-Ray, BMC, Freescale, J-Boss, Quark, Sybase and others
- 03/2003–03/2004 **Senior Art Director**
The Strausberg Group, Santa Monica, CA
Clients: AAA Travel, Coldwell Banker, KOR Hotel Group, Sheraton Hotels and others
- 09/1998–12/2002 **Senior Art Director / Group Head**
Thompson & Company (now Sullivan Branding), Memphis, TN
Clients: First Tennessee Bank, Georgia Boot, Memphis International Airport, and others
- 09/1997–09/1998 **Art Director**
Sossaman, Bateman & Associates (now Sullivan Branding), Memphis, TN
Clients: City of Memphis, Int'l Paper, Methodist Healthcare, Porter-Cable Tools and others
- 02/1995–09/1997 **Art Director**
Maris, West & Baker, Jackson, MS
Clients: Deposit Guaranty Bank, Mississippi Chemical Corporation, Mississippi Convention and Visitors' Bureau, Methodist Rehabilitation Clinic, River Oaks Hospital and others
- 05/1993–02/1995 **Art Director**
Tracy-Locke / DDB Needham, Dallas, TX
Clients: American Airlines, Budget Rent a Car, Embassy Suites, Interstate Batteries, and PepsiCo (Arby's, California Pizza Kitchen, KFC, and Pizza Hut)

EDUCATION

- 08/2011–05//2014 **MFA, Innovation Studies with a Concentration in Design Research**
University of North Texas, Denton, TX
- 08/1990–05/1993 **BA, Communication Design**
University of North Texas, Denton, TX

PROFESSIONAL AWARDS AND RECOGNITION

2021 Advertising Person of the Year (American Advertising Federation, Roanoke, VA chapter). Work featured in *LogoLounge*, *Graphis*, *Print*, *US Ad Review*, and the *Black Book AR100*. Multiple Gold, Silver, and Bronze Awards, including Best-of-Show at the local American Advertising Federation Awards. Golds and Silvers at the Effies, Davy Awards, VOX Awards, ShowSouth, and a Best-of-Show at the National Agricultural Marketing Awards.

STUDENT AWARDS AND RECOGNITION *(for work produced under my supervision)*

1 Best-of-Show at the National Student Show and Conference. 1 Gold Addy at the national American Advertising Federation Awards. 1 Best-of-Show, 1 Best-of-Print, 3 Judges Awards, 4 Golds, and 8 Silvers at local AAF Awards. 2 Silvers at the AIGA Flux Awards, 2 Finalists in *Leürzer's Archive* International Student Competition, 2 Finalists at the National Student Show and Conference, 1 Featured Campaign on AdsOfTheWorld.com, and 4 "Ralph" Awards at the Creative Summit, San Marcos, TX.

SELECTED PRESENTATIONS, PANELS AND WORKSHOPS

- | | |
|------|--|
| 2021 | Panelist. "Managing the Managing of Student-Run Design Firms." American Institute of Graphic Arts' Design Educators' Community (AIGA DEC). Virtual. |
| 2020 | Presenter and Co-PI. "Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement." 2020 Conference on Higher Education Pedagogy. Virginia Tech, Blacksburg, VA. |
| 2019 | Speaker. "Practice-led Research in Design Education: Case Studies from a Student-run Studio." Research & Education in Design Conference. University of Lisbon, Lisbon, Portugal. |
| 2018 | Speaker. "Visual Storytelling: Creating a Successful Advertising Campaign." Alzahra University, Tehran, Iran. |
| 2018 | Speaker and Panelist. "Empathy and User Experience in Advertising and Design." Idea School of Advertising and Design, Tehran, Iran. |
| 2018 | Workshop Co-Leader. "Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement." Virginia Tech, Blacksburg, VA. |
| 2016 | Panelist. "Can Student-run Studios be an Alternative Solution to a Traditional Design Curriculum?" Frontier: AIGA Design Educators' Community Conference. Montana State University, Bozeman, MT. |
| 2014 | Co-Presenter and Co-PI. "The Future of Food Recalls: Giving The Public a Voice." A Matter of Design: STS-Italia Conference, Politecnico di Milano School of Design, Milan, Italy. |
| 2014 | Co-PI. "Letting Context Speak: The Use of Co-creative, Design-led, and User-centered Design Methods in the Design of Complex Public Communications." 3rd Annual Symposium on Communicating Complex Information, East Carolina University, Greenville, NC. |
| 2015 | Presenter. "Teaching the Business of Design: How Student-Run Design Studios Can Help Students Learn What Design Classes Don't Teach." Southeastern College Art Conference, Pittsburgh, PA. |

PROFESSIONAL SERVICE

| | |
|------|--|
| 2021 | Portfolio Reviewer. AIGA National Portfolio Festival. July 13–15. |
| 2020 | Portfolio Reviewer. AIGA National Portfolio Festival. July 15–17. |
| 2017 | Grant Reviewer. AIGA Design Educators Community’s design faculty research grant proposals |
| 2017 | Editor. “Identifying Radical Innovation in the Product Development Process: Implications for Product Design.” Xiong, N. Paskevicius, A., Ono, K., and Watanabe, M., authors. <i>The Science of Design: Bulletin of JSSD</i> . Tokyo, Japan: Japanese Society for the Science of Design. Vol. 63, Issue 1. |
| 2016 | Editor. “The User-Product Interaction Evaluation (UPIE) Model: A Detailed Description.” Morshedzadeh, E., Ono, K., and Watanabe, M., authors. <i>The Science of Design: Bulletin of JSSD</i> . Tokyo, Japan: Japanese Society for the Science of Design. Vol. 62, Issue 5. |
| 2016 | Editor. “A New Model for Improving User-Product Interaction Evaluation, Based on Affordance and Factor Analysis.” Morshedzadeh, E., Ono, K., and Watanabe, M., authors. <i>The Science of Design: Bulletin of JSSD</i> . Tokyo, Japan: Japanese Society for the Science of Design. Vol. 62, Issue 5. |
| 2016 | Grant Reviewer. AIGA Design Educators Community’s design faculty research grant proposals |
| 2016 | Session Chair. “Transforming Teaching Methodologies for the Digital Age.” Southeastern College Art Conference (SECAC). Roanoke, VA. |
| 2014 | Juror. American Advertising Federation Awards (Sioux City chapter). Sioux City, SD. |
| 2011 | Juror. American Advertising Federation Awards (Fargo chapter). Fargo, ND. |
| 2010 | Portfolio Reviewer. American Institute of Graphic Arts (AIGA) Portfolio Festival. Austin, TX. |

ADVISORY BOARDS AND COMMITTEES

| | |
|-----------------|---|
| Aug ‘21–Aug ‘22 | Experiential Learning Committee, College of Architecture and Urban Studies, Virginia Tech |
| Aug ‘19–Aug ‘22 | Executive Committee, Human-Centered Design Interdisciplinary PhD Program, Virginia Tech |
| Aug ‘17–Aug ‘22 | Scholarship Committee, School of Visual Arts, Virginia Tech |
| Aug ‘17–Aug ‘22 | Recruitment Committee, School of Visual Arts, Virginia Tech |
| Aug ‘16–Aug ‘22 | Faculty Affiliate, Center for Human-Computer Interaction, Virginia Tech |
| Aug ‘19–Aug ‘21 | Advisory Board, Office of Undergraduate Research, Virginia Tech |
| Aug ‘16–Aug ‘20 | Diversity Committee, College of Architecture and Urban Studies, Virginia Tech |
| Aug ‘18–Aug ‘19 | Education Committee, Center for Human-Computer Interaction, Virginia Tech |
| Aug ‘17–Aug ‘18 | Marketing Committee, FutureHaus (Virginia Tech’s winning entry in the 2018 International Solar Decathlon in Dubai), Virginia Tech |
| Aug ‘15–Aug ‘16 | Research Advisory Board, College of Architecture and Urban Studies, Virginia Tech |
| Aug ‘15–Aug ‘16 | Search Committee, Visual Communication Design, School of Visual Arts, Virginia Tech |
| Aug ‘15–Aug ‘16 | Advisory Committee, Division of Student Affairs, Virginia Tech |
| Aug ‘14–Aug ‘15 | Search Committee, Visual Communication Design, School of Visual Arts, Virginia Tech |
| Aug ‘14–Jan ‘16 | Advisory Board, Downtown Blacksburg, Inc., Blacksburg, Virginia |

**CLIENT EXPERIENCE
(UPDATED 09/2024)**

ARCHITECTURE & REAL ESTATE

Arnold Design Studio
Bonita Bay Development Group
Coldwell Banker
FutureHAUS
O'Brien Architecture
Sirius Homes
Stratford Land

ARTS & ENTERTAINMENT

Blacksburg Master Chorale
Memphis in May
Mobile Film School
Paramount Theater
Professional Bull Riders
STAX Records
Wonders Int'l Cultural Series

BUSINESS CONSULTING

Core Messaging
The Southern Growth Studio
Vertive

CONSUMER & RETAIL

Blu-ray
Capella Hardwood Floors
Georgia Boot
Initial DVD
Interstate Batteries
Insurance Network of Texas
Love & Cookies
Porter-Cable Tools
Samsung
Seabrook Wallcoverings
Tiny Love Toys
Uptown Modern
Xerox

CYBERSECURITY

Virginia Cyber Range
US Cyber Range

ENERGY & INDUSTRIAL

Entergy
Hart Energy
Tristate Armature
White Deer Energy

ENVIRONMENTAL TECH

NanoSafe, Inc.

FINANCIAL

Buzz Banking
Deposit Guaranty National Bank
First Tennessee Bank
National Bank of Commerce
Triton Financial

FOOD & DRINK

America's Catch Catfish
PepsiCo (Arby's, California Pizza
Kitchen, KFC, Pepsi, Pizza Hut)
River Company Brewery

HEALTHCARE & PHARMA

Accredo
Acorda Therapeutics
Carlion Healthcare
Common Spirit Health Systems
Crucial Four Nutrition
Dermaflage
E4D Dental Technologies
Fralin Biomedical Research Center
Germantown Dental Group
Graham Dental
Methodist Healthcare
MS Methodist Rehabilitation
NEOS Therapeutics
NeurAbilities
Pflugerville Dermatology
River Oaks Hospital
Senior Parents Place
SpineSmith
Texas Health Resources
Texas Hip and Knee Center

HOSPITALITY

Avalon, Beverly Hills
Embassy Suites Hotels
Estrella, Palm Springs
KOR Hotels
Maison 140, Beverly Hills
Renaissance Hollywood
ResortQuest International
Sheraton Gateway, LAX
The Viceroy, Santa Monica

LEGAL

The Austin Bar Association
Lancaster-Helling

LOGISTICS/SUPPLY CHAIN

Compadre
FedEx

NEWS ORGANIZATIONS

CNBC

NON-PROFITS

Boys & Girls Clubs
Cap City Kids
Empact Africa
Hike the Good Hike
Keep Kids in School
Operation Turkey
Special Needs Neighborhood
Young Minds First

PEST CONTROL

Terminix
Univar

SPORTS & RECREATION

Navarre Kayak Fishing
Outdoor Adventure Centers

TECHNOLOGY

AMD (Advanced Micro Devices)
BMC Software
Crosswalk
CyrusOne
Freescale / Motorola
JBoss
Quark
Sybase
Vertive
Vention

TOURISM & TRAVEL

AAA Travel
American Airlines
Andrew Harper Travel
Budget Rent a Car
The City of Austin
The City of Memphis
Jackson, MS CVB
Memphis International Airport
Oxnard, CA CVB
Town of Blacksburg, VA
Town of Pulaski, VA

VIRGINIA TECH

Centers & Institutes:

- Academy of Legal Studies
- Autism Studies
- Bioinspired Science and Technology
- Civil War Studies
- Creativity, Arts and Technology
- Developmental Neurobiology
- Innovation & Entrepreneurship
- Molecular Science Software Institute
- Quantum Info. Sci. and Engineering
- Rhetoric in Society
- TEAM Malawi
- Virginia Cyber Range

Departments & Programs:

- Agriculture and Life Sciences
- Architecture and Urban Studies
- Biological Sciences
- Creative Technologies
- Creative Writing
- Engineering Education
- Geoscience
- Mechanical Engineering
- Molecular and Cellular Biology
- Neuroscience
- Philosophy
- Public and International Affairs
- Real Estate

Student Services:

- Campus Bookstores
- College Access Collaborative
- Inclusive VT
- Supplier Opportunity Program
- Scholarships and Financial Aid