

SUMMARY

With broad experience as a creative director, art director, designer, and educator, as well as an MFA in Innovation Studies and Design Research, I possess a unique blend of creative expertise, strategic insight, and empathy-driven leadership skills. Over the years I have collaborated with diverse cross-functional teams to create B2B and B2C marketing deliverables across a wide range of media platforms and industry sectors including finance, healthcare, technology, and logistics.

As a manager, I excel at building camaraderie within my teams and establishing a shared commitment to delivering consistently well-crafted results that align with client goals, strategies, and brand standards. As a designer, I'm known for a clean, refined aesthetic and the ability to balance big-picture thinking with a sharp eye for detail. In my most recent role, I led the design team at a key agency partner for FedEx, where I elevated data-driven marketing collateral, digital and social campaigns, email marketing, video production, CEO presentations, and dozens of landing pages — including the home page — for FedEx.com, which attracts >80M unique visitors monthly.

In addition to my agency work, I spent eight years (2014–2022) as a Professor of Practice and Director of the student-run design studio at Virginia Tech, where I helped shape the program into one of GDUSA's Top Design Schools. My extensive client experience allowed me to augment my teaching with real-world examples in courses such as branding, packaging, typography, ad campaigns, social impact design, and the student-run studio, where I mentored students in “the business of design” as they worked with local and regional clients on a wide array of branding and marketing collateral.

EXPERIENCE

- 03/2023–10/2024 **Associate Creative Director – Design**
Counterpart, Memphis, TN (remote)
- Managed and mentored a team of 8 designers, production artists, and the occasional freelancer.
 - Collaborated with cross-functional teams on all client deliverables, including B2B and B2C digital campaigns, digital and print collateral, logos and branding, websites, motion graphics, video, email marketing, and internal presentation decks.
 - Ensured brand consistency and compliance across all marketing platforms for FedEx 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 (<80M 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 **Principal / Creative Director / Designer / Copywriter**
The Rocketlab
- As a freelance jack-of-all-trades, I've worked with scores of agencies and clients over the years such as AMD, CNBC, Professional Bull Riders, Samsung, Texas Health Resources, and Xerox on a wide range of digital, print, and web-based branding and marketing materials.
- 07/2022–02/2023 **Creative Director**
DECODE Advertising, Houston, TX
- Oversaw a team of art directors, designers, and writers on digital-focused B2B and B2C campaigns, branding, website design, and email marketing.
 - Agency was awarded MM&M's 2022 Silver Small Healthcare Agency of the Year and named to the 2022 Houston Business Journal “Fast 100” list during my tenure.
 - 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 **Director**
FourDesign (the student-run design studio at Virginia Tech), Blacksburg, Virginia
- Managed and mentored a team of 10 design majors every semester as they developed ad campaigns, logos and branding, websites, and marketing collateral for The City of Blacksburg, River Company Brewing, the U.S. Cyber Range, and scores of departments and centers across Virginia Tech.
 - Received the American Advertising Federation's “Advertising Person of the Year” award in 2021 for my work with FourDesign (Western Virginia chapter).

- 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, my extensive client experience allowed me to augment my teaching with practical, real-world examples in courses such as Art Direction, Design for Non-majors, Design for Social Impact, Design Software, Human-Centered Design, Introduction to Graphic Design I and II, Packaging Design, Principles of Visual Communication, Senior Capstone, Study Abroad (Italy & Switzerland), and Typography I, II, & III.*
- 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

AWARDS

2021 Advertising Person of the Year (American Advertising Federation, Western VA chapter. Work featured in LogoLounge, Graphis, Print, US Ad Review, and the Black Book AR100. Awarded Golds, Silvers, Bronzes, and a Best-of-Show at various local American Advertising Federation Awards, Golds and Silvers at the Effies, Davy Awards, VOX Awards, and ShowSouth, and another Best-of-Show at the National Agricultural Marketing Awards.

**CLIENT EXPERIENCE
(UPDATED 10/2024)**

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
Wegman's
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
Commercial Bank & Trust
Deposit Guaranty National Bank
First Tennessee Bank
National Bank of Commerce
Triton Financial
Union Planters Bank

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

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

LEGAL

The Austin Bar Association
Lancaster-Helling

LOGISTICS/SUPPLY CHAIN

Compadre
FedEx

NEWS ORGANIZATIONS

CNBC

NON-PROFITS

Boys & Girls Clubs
Cap City Kids
Impact 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

Student Services:

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