

WORK EXPERIENCE

SR. PROJECT MARKETING DESIGNER

SIGNATURE ASPEN (HOUSTON, TX)

FEB, 2025 - PRESENT

DESIGN & CREATIVE DEVELOPMENT

- Lead in-house design for marketing, branding, POS, and promotional materials.
- Produce technical and fabrication drawings for customer projects.
- Direct wrap-department design for boats and full vehicle fleets.
- Create sample books and substrate guides for key product lines.

MARKETING & COLLABORATION

- Produce in-house branded documentation and marketing assets.
- Collaborate with marketing teams on customer-specific branding.
- Create proposal packages for major bids and new markets.

CUSTOMER & SALES SUPPORT

- Provide design consultations and technical guidance to customers.
- Assist sales teams with proposals, pricing, and project planning.
- Ensure clear communication across all project stages.

PROJECT MANAGEMENT

- Manage project scope, timelines, pricing, and feasibility.
- Oversee design and tracking for major sports tournaments.
- Approve vendor pricing, timelines, and POs.
- Support sales with proposals, estimates, and engineered solutions.

WEB, SYSTEMS & INFRASTRUCTURE

- Oversee company website development with design and dev partners.
- Design and manage the internal API-based project tracking site.
- Build file-management systems for new sectors and outsourced projects.
- Maintain product structures and pricing tables in PrintIQ.

AI & OPERATIONAL DEVELOPMENT

- Lead AI integration to streamline production workflows.
- Develop SOPs for new capabilities and processes.

OVERVIEW

I am passionate about the work I do, and seek only growth and refinement through experience. I aim to instill the same dedication in those whom I collaborate, manage, and mentor.

MANAGEMENT

- Initiating, implementing and managing systems and SOPs
- Overseeing design department; creative direction
- Managing production and installation departments; scheduling and directives
- Overseeing training and subsequent employee growth trajectories
- Analyzing, projecting and budgeting for staff recompense, salaries and bonuses

PROJECT MANAGEMENT

- Budgeting, costing, and scheduling for multiple ongoing jobs
- Delegating and tracking jobs for project success
- Evaluating changes and issuing change orders for addendums, additions, and variations from/to existing contracts
- Inventory management for in-house (general) and specified projects, including timeline tracking and sourcing
- Researching and forming relationships with suppliers and vendors to acquire best available pricing

GRAPHIC DESIGN

- Multi-platform brand management
- Commercial vehicle wraps and graphics
- Commercial large format graphics
- Shop fabrication and permit drawings
- Press and digital print media
- Screen print, HTV, DTF and light transfer media for apparel
- Digital content for web and social media
- Pre-press and file setup for production

VP CREATIVE DESIGN & PRODUCTION
BAYOU GRAPHICS (HOUSTON, TX)
MAY, 2023 – DECEMBER, 2024

DESIGN MANAGEMENT

- Establish procedures for graphic design and prepress departments
- Manage time allotments for design based on project scale; for internal timelines and bidding purposes
- Consultation with and subsequent assignment of customers, based on design needs and project criterion
- Overseeing shop drawings and fabrication specifications for accuracy, production, and permitting
- Ensuring efficacy in processes and systems; uniformity of file formats and records-keeping for consistency cross-platform and over time
- Heading in-house design projects, branding, and marketing for digital and print media
- Customer service, including initial meetings to meet customer expectations, proofing, editing and modifying, design support for direction and branding continuity

PRODUCTION MANAGEMENT

- Establishing and tracking timelines for fabrication and installation to meet and exceed customer expectations
- Instructing and training personnel in the production space in advanced device/software maintenance and troubleshooting, color management and quality standards
- Overseeing production processes and SOPs, inventory management and sourcing, cross-platform consistency, timelines and maintenance
- Pinpointing avenues of growth for employees and associated training programs, seminars or classes for professional development

GRAPHIC DESIGN & PRODUCTION
ROADRUNNER VEHICLE WRAPS (BELTSVILLE, MD)
SEPTEMBER, 2020 – MAY, 2023

GRAPHIC DESIGN

- Use of Adobe Illustrator & Photoshop, Corel Draw & Photopaint, and SAI FlexiSign Suite
- Design for vehicle and fleet wraps and lettering
- Branding for food trucks, including full truck wrapping, menus and signage
- Design for channel letters, back- and front-lit exterior signage, and shop drawings for use in permitting, electrical and fabrication thereof
- Prepress for large format printing and production

PRODUCTION

- PSA Vinyl setup and print on HP Latex 300, 500 and 800 series printers
- Use of SAI Flexi and Onyx print and cut software for large format
- Measuring, tiling and paneling production jobs for production and install
- Providing specs for fabrication of exterior lit signs and interior dimensional signs

ADMINISTRATIVE SOFTWARE

- Microsoft 365 Office Suite
- Intuit Suite (QuickBooks, Mailchimp)
- CoreBridge
- shopVOX
- Adobe Acrobat and Express
- PrintIQ

GRAPHIC DESIGN SOFTWARE

- Adobe Creative Suite
- CorelDraw Graphics Suite
- SAI Flexi Design
- Figma
- Canva

PRODUCTION SOFTWARE

- ONYX Thrive Software
- SAI Flexi RIP Software
- CutMaster
- Esko iCut
- Summa Cut Server

ADMINISTRATIVE TASKS

- Customer service from front-end (evaluating, costing and sales) to completion
- Inventory tracking and management; vendor acquisition, ordering, and pricing
- Supply chain management and sourcing
- Payment collection and allocation
- Project scheduling and tracking
- Staff scheduling and job delegation

GRAPHIC DESIGN & PREPRESS
STRATEGIC FACTORY (OWINGS MILLS, MD)
OCTOBER, 2019 – MARCH, 2020

GRAPHIC DESIGN

- Use of Adobe InDesign, Illustrator and Photoshop
- Setup for pre-press department (digital print, offset print and large format)
 - For Print Materials, Mailers, Stationary and Advertising Media
 - For Vehicles and Fleets, Fabric, Promotional, 3Dimensional, ADA, Temporary and Permanent Signage, as well as entire “branded spaces” including wraps, decals, 3 dimensional and 2 dimensional branding materials for customer specific offices and work spaces
- Working with existing client branding to create cohesion through signage, print and mailing
- For specification and shop drawings for fabrication
- For permitting and installation
- Renderings for client proofs

PRODUCTION

- Esko pre-flighting using i-cut Suite and automation software
- Press ready preparation including color management for offset, digital and large format, image flattening and rasterization, Esko and bindery registration (automatic and manual) for cutting processes

GRAPHIC DESIGNER

IMAGE360 – YORK, PA (YORK, PA)
JULY, 2017 – OCTOBER, 2019

GRAPHIC DESIGN

- Use of Adobe Illustrator, Photoshop, InDesign, AfterEffects and Lightroom
- Design for vehicle, fabric, 3-dimensional, temporary and permanent signage
- Prepress for large format, digital print, screenprinting and apparel, promotional items, cutting, routing and vehicle wraps
- Digital design for social media, web, marketing and conceptual development

PRODUCTION

- PSA Vinyl and rigid substrate cutting on graphtec and Esko cutters
- Use of Cut Master, Gerber Composer and Esko iCut software
- Large format printing on roll to roll and flatbed HP printers
- Printing on HP Latex 360, 570, FB500 and R1000 using remote servers and Thrive Software

MARKETING

- Digital marketing for social media and web
- Promotional product design
- Orchestrating marketing campaigns
- Sales and customer service evaluation
- SEO for web traffic and campaigns

OFFICE MANAGEMENT

- Inventory management and purchasing
- Purchase Order consolidation and reconciliation
- Server organization and file management
- Design workflow, time management and delegation

PRODUCTION/SIGNAGE SPECIALIST

Allegra Design, Print & Marketing (Lancaster, PA)
October, 2016 – July, 2017

GRAPHIC DESIGN

- Use of Adobe Illustrator and Photoshop
- Prepress design for PSA Vinyl Cutting and Large Format Print and Cut Use of Onyx Rip to Print Software
- Limited Conceptual Design for Vehicle Lettering and Rigid Signage

PRODUCTION

- PSA Vinyl cutting on Graphtec Cutters
- Large Format Printing on Roland SOLJET Roll to Roll Large format Solvent Printer
- PSA Vinyl Application and Installation both in shop and on site
- Table Work, including vinyl weeding, taping, and application, fabric and banner hemming and grommeting, rigid signage production, and preparation for on-site application and installation

INSTALLATION

- Vinyl Application on windows, storefronts and walls
- Rigid and Fabric Signage Installation
- Knowledge of Hardware needed for permanent and temporary signage installation
- Use of scissor lifts, pole trucks and bucket lifts for above ground installation

ADMINISTRATIVE TASKS

- Sales and Customer Service in the field, customer satisfaction follow-up, and up-sales
- Purchasing and Inventory Management
- Shop Management and Production Lead, overseeing design, production, installation and scheduling
- Workflow, Time Management and Delegation

GRAPHIC DESIGN & PRODUCTION

Elephant Print & Design (York, PA)
July, 2014 – October, 2016

GRAPHIC DESIGN

- Use of Adobe Illustrator, Photoshop and InDesign
- Design for customer specific apparel
- Prepress for HT vinyl, soft opaque polyurethane (Printable HT) vinyl and digital print

PRODUCTION

- Table work, including weeding, taping, applying and pressing HT vinyl for apparel
- Digital Printing using Fiery (EFI) Print Servers and Software, and Canon Print Hardware (multiple printers)
- Use of Mimaki roll to roll large format printer and RasterLink software

ADMINISTRATIVE TASKS

- Customer service
- Outside and in-house sales
- File management
- Printer maintenance

EDUCATION

ASSOCIATE'S DEGREE IN GRAPHIC DESIGN

The Art Institute of York, Pennsylvania
September 2013 – June 2014

GRAPHIC DESIGN (DIGITAL)

- Use of Adobe Creative Cloud Software
- Conceptual design and storyboarding for brand standards and marketing campaigns
- Design for B2B and B2C spaces
- Typographic styling, typesetting and hierarchical management for print and digital media
- Photography and photomanipulation
- Basic CSS/HTML and WordPress design and management
- Design for print and digital color spaces
 - Preflighting and troubleshooting files for production
 - Editing files for accessibility on digital devices and applicable ratios by platform
- Public speaking for presentation of all conceptual and project designs, brands, and campaigns

FINE ARTS (TRADITIONAL)

- Life and figure drawing using multiple media including:
 - Graphite and Charcoal
 - Pen and Ink
 - Watercolor, Gouache, Acrylic, and Oil paints
 - Modeling Clay
- Typographic development, both manual and digital
- Linoprint and screenprinting for apparel
- Manual draft and development of ideations for problem solving in group and individual settings
- Draft sketching and simple, effective, shorthand for conveying visual concepts

IN CONCLUSION

With experience in both production and design, I'm able to bring knowledge of the logistically feasible to the realm of uninhibited thought – stretching the limits of possibility to meet the impossibility of original and dynamic design.

I have worked diligently and persistently to gather a vast amount of knowledge in this industry. I truly love what I do, and I am excited to continue to refine my abilities, and inspire and support the next generation of designers in this field.