

## EXPERIENCE

### CREATIVE STRATEGIST/SENIOR ART DIRECTOR | 02.2013-PRESENT

#### *AutoPoint, Jacksonville FL*

Manage, build and oversee creative direction for team of 6+ designers and support staff for automotive market on national and regional accounts to include Toyota and Mercedes-Benz

Developed creative strategies to help win retained accounts with Toyota, Mercedes-Benz and Big O Tires

An advocate, educator and problem solver for internal teams with regard to new creative strategies, front-end technology advancements, user experience and best practices within the digital environment

Elevated creative standards and processes within company through art direct and assisting junior designers, production artists and front-end engineers to complete a wide variety of data driven projects

Design, test and refine story boards, layouts, creative presentations, responsive emails, responsive landing pages and websites, user experiences through digital and print journeys, HTML5 digital banner ads, print campaigns and marketing campaigns for highly data driven clients in both B2B & B2C markets

### LEAD INTERACTIVE UI/UX DEVELOPER | 10.2011-02.2013

#### *Burdette Ketchum, Jacksonville FL*

Mentor and manage junior members of development team to successfully complete, launch and manage wide variety of websites, user experiences and digital media for national & international B2B businesses

Oversee process, full architecture, user experience, design & development of websites, hosting and email marketing campaigns to ensure brand compliance, clear communication and best practices

UI/UX designs and coding utilized HTML5/CSS3 web standards and were optimized for SEO

Determine the need for, source and manage design and engineering contract workers on an ongoing basis to complete large scale projects within time and budget

### LEAD CREATIVE-OWNER | 12.2006-12.2013

#### *Resonant Method, Jacksonville FL*

Management and development of a wide range of projects to include: brand development, website design & development, print design, illustrations, murals & artwork

Assumed role as project manager, creative director and account lead on individual projects involving additional creative and development staff to ensure completion

Provided consulting and support to design agencies, small business and large corporations on a project-to-project basis for design, user experience and HTML/CSS coding for websites, products and email campaigns

### WEBMASTER/GRAPHIC DESIGNER | 12.2006-12.2009

#### *University of North Florida, Jacksonville FL*

Spearheaded and completed the redesign and architecture of 300+ page website for the University's College of Business to meet the interdisciplinary needs of individual departments

All designs followed UNF's visual identity and brand standards with a focus on utilizing semantically correct HTML/CSS code that adhered to ADA compliance for disabilities

Produced various marketing materials to including ads, posters, postcards, logos, and assorted email marketing on a strict budget to sure successful orientation and training for current and incoming students

Provided photography services for events, buildings and documentation of Faculty & Staff within Coggin College of Business and it's affiliated programs

## SKILL SETS

Creative & Art Direction | Brand Development | Print & Digital Design

UI/UX Design & Front-end Development | SEO Optimization | Information Architecture | Email Marketing

## PROFICIENCIES

Photoshop  
HTML5/CSS3

Illustrator  
WordPress

InDesign  
Expression Engine

Dreamweaver  
Mail Chimp

Premier Pro  
Campaign Monitor

## OTHER EXPERIENCE

### **MARINE FIELD TECHNICIAN | 07.2001-12.2002**

***University of West Florida, Pensacola FL***

Trained and educated over 75 students as scientific divers and small boat handlers to ensure safety during operations. Supervised and assisted in diving and field studies for the Underwater Archaeology & Marine Biology Divisions. Re-outfitted 54' research vessel to accommodate specific marine research missions. Repaired and maintained a fleet of 4 small boats and associated diving equipment.

### **UXO SPECIALIST | 09.1996-04.2001**

***EOD Technology, Inc. | USA Environmental, Inc.***

Properly located, excavated, identified, and disposed of unexploded munitions in various locations around the world. Supervised and assisted in the use of heavy equipment to remove unexploded ordnance waste. Maintained and repaired various small equipment for clearing, digging and excavating.

### **EXPLOSIVE ORDNANCE DISPOSAL | 10.1991-08.1996**

***U.S. Navy | EOD Mobile Unit 8, Det. Rota, Spain***

Organized and maintained a library of over 5000 classified/secret publications. Conducted over 60 diving operations in support of the Atlantic Fleet. Participated in over 30 retrograde ordnance disposal operations saving money on costly shipping. Represented as US Navy Special Forces in 3 successful bilateral exercises with foreign services.

## EDUCATION

**University of North Florida | 06.2005-12.2006 | BFA, Graphic Design**

**University of West Florida | 08.2000-08.2004 | BFA, Fine Arts**

**University of Maryland | 08.1995-06.1996**

## PERSONAL ACCOMPLISHMENTS

**Web Chair-Volunteer | AIGA Jacksonville**

Jacksonville, FL | 08.2011-08.2014

**Rise Mural | w/Corey Kolb | Lerner Building, Adams Street**

Jacksonville, Florida | 05.2013

**DeSoto Wall Mural | Panama City Beach Chamber of Commerce**

Panama City Beach, FL | 05.2008

**1st Place: Painting/Drawing | UNF, Student Show**

Jacksonville, FL | 06.2006

**Communications | w/Tim Hicks & Dan Frank | Belmont Arts**

Pensacola, FL | 07.2004

**Artist Representative | Cinco Banderas en el Peru | Pensacola Sister Cities Program**

Chimbote & Miraflores, Peru | 06.2004

**1st Place | Pensacola Museum of Art, Members Show**

Pensacola, FL | 08.2004

**1st Place | University of West Florida, Student Show**

Pensacola, FL | 06.2004

**Hawkshaw Exhibit | Commission by UWF Archaeological Institute & Gulf Power Corporation**

Pensacola, FL | 2003-Present

**Art & Archaeology, Bridging the Gulf | Commission by UWF Archaeological Institute**

Pensacola, FL | 2002-Present

**Co-op member | Quayside Gallery**

Pensacola, FL | 2001-2003

**Docent | Pensacola Museum of Fine Art**

Pensacola, FL | 2001-2003