

## Professional Summary:

Multi-disciplinary art director and graphic designer with 15+ years of experience in creating compelling visual concepts and leading creative teams. Proven track record of developing innovative and impactful creative solutions for print, digital, and social media campaigns. Skilled in art direction, graphic design, branding, photography, and web design. Excellent leadership and communication skills with a keen eye for detail and a passion for delivering visually stunning designs. Adept at collaborating with cross-functional teams, managing budgets, and meeting tight deadlines. I am ready to drive creative excellence and elevate your brand aesthetics to new heights.

## Key Skills:

- Art Direction
- Brand Management
- Graphic Design
- Creative Strategy
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Web Design (Wordpress, Shopify, Squarespace, Wix, HTML/CSS)
- Photography
- Vendor Management
- Project Management
- Digital Marketing
- Social Media Marketing
- Advertising

## Experience:

### Graphic Designer, C.U.D.E. | April 2019 - Present

Reporting to the marketing manager, I collaborate with cross functional teams to create a wide range of visually appealing and effective designs that align with credit union marketing strategies, convey marketing messages clearly, and engages the target audience.

- Ensure that all marketing materials are consistent with the company's branding and visual identity guidelines.
- Coordinated new print vendors to streamline and cut cost for print budget and direct mailing, storage and distribution channels for branches, community development, and administration.
- Established a new inventory and distribution system for all printed materials for administration and branches.
- Vendor management of all print related materials.
- Conceptualize, create and implement visually engaging designs for both print and digital platforms, such as websites, social media posts, and digital ads.
- Acted as brand consultant and graphic designer for the credit union through a successful re brand and charter expansion.

### Principal Brand Consultant - Jay Bee Design Co. - *Portland, OR* | 2008 - Present

Provide strategic advice and guidance to clients on developing, managing, and enhancing their brand image and identity to drive business success.

- Graphic Design
- Art Direction

### Creative Director - USA Military Medals - *Portland, OR* | May 2016 - July 2018

Managed a team of designers and printers to develop and implement creative concepts aligned with marketing objectives, and ensure high-quality design deliverables in the form of service pride apparel.

- Lead and manage the creative team, providing artistic direction, feedback, and guidance on design projects.
- Develop and implement creative concepts and strategies that align with USAMMs marketing objectives and brand guidelines.
- Collaborate with cross-functional teams, including marketing, sales, and product development, to understand project requirements and develop creative solutions.
- Conducted market research to stay updated with design and industry trends to ensure the creative team produced cutting-edge and relevant designs.
- Oversaw budget and distribution channels for all service pride apparel. (Amazon, Shopify, Etsy, Ebay)

### Senior Graphic Designer - Earth Mama Organics - *Portland, OR* | September 2012 - May 2016

Graphic design, web design (shopify), trade show booth design (Boothster), package design, product photography, contributed in the development of B2C marketing campaigns, social media marketing.

## Education:

The Art Institute of Portland, Portland OR, Bachelor of Fine Arts, Graphic Design 2008 - 2011

Outside of my professional passions I am an avid outdoors human. Along with my husband and 2 amazing kids, we love experiencing and caring for all the natural wonder our corner of the world has to offer! We love hiking, biking, rock climbing, snow fun, and all the stuff in the middle. I enjoy gardening, keeping chickens, reading, and yoga on a personal level.

I would be honored to have you visit my online portfolio at [www.jaybeedesignco.com](http://www.jaybeedesignco.com) the password to my portfolio page is "Forthebirds2023".