



**QUALIFICATIONS
PROFILE**

Seasoned professional with a successful career managing the vision, development, and production of high-impact design strategies to increase positioning, visibility, and revenues for leading companies.

- Creative and resourceful leader with hands-on experience in art direction, design, layout, and project execution.
- Energetic and versatile manager with a proven capacity to create brand-driven design projects from concept through completion.
- Dedicated team builder and motivator with strong interpersonal and communication skills.

**PROFESSIONAL
EXPERIENCE**

AGCO CORPORATION, Duluth, GA, 7/2003 – Present
Senior Art Director

Lead Art Directors and creative staff to enhance the presentation, visibility, and profitability of the company through exceptional quality designs and flawless project implementation. Direct the design and production of marketing materials, spec sheets, trade show graphics, and Web interfaces for 23 national and international brands. Manage budgeting and forecasting functions. Provide leadership and on-the-spot training to four internal Art Directors. Quickly resolve design problems. Track and report on project status. Attend creative briefs with CEO and senior staff. Supervise printers, copywriters, designers, photographers, and others.

- Successfully reduced design and printing costs by 35% over a two year period, from 2003 to 2005.
- Dramatically improved quality, level of creativity, and turnaround time by developing a strong, cohesive team that worked together to overcome obstacles and accomplish results.
- Played an important role in a major company transition by developing new corporate and divisional logos and creating the brand of the company and products.
- Demonstrated excellent attention to detail, discipline, and ability to communicate ideas to Executives and teams.

DCA MARKETING OFFICE AT FORT MCPHERSON, Fort McPherson, GA, 7/2001 – 7/2003
Marketing and Graphics Specialist

Conceived and developed marketing plans for diverse clients within the Morale, Welfare, and Recreation (MWR) Division of the U.S. Army which included the on-site bowling center, golf and community clubs, and child and youth services programs. Managed the department budget. Coordinated vendors, managed time lines, and ensured that on-budget and on-time completion. Designed and created all print and online marketing materials. Directed personnel, recommended pay increases, and served as a trusted leader and advisor.

- Established the first Web site for the MWR division at Fort McPherson, a resource that was used to provide essential information to 250,000 users while serving as a dynamic marketing tool.
- Proactively restructured printing procedures, substantially improving quality and turnaround times while reducing costs.

XPANSIONLAB, INC., Atlanta, GA, 7/2000 – 7/2001
Creative Director for Web Interface Design

Consulted with the CEO to plan and execute the vision for the company's Web presence. Spearheaded the Web site design and development effort by working with Programmers, Designers, and an Editor during the course of the project. Produced all company icons and logos and developed illustrations for the Business Xpansion Journal. Wrote Web content. Created banner ads and Flash animations for clients. Provided hands-on training and coaching to three Designers.

- Successfully designed the company Web site (www.acn.net) from the ground up as well as a site for its subsidiaries (www.xpansionlab.com and GCNnetwork.net).
- Created the look-and-feel of the company's Web product, ACN-Odyssey (located on www.acn.net); designed the interfaces for all Web and Intranet sites.

TECHSONIC INDUSTRIES, INC., Alpharetta, GA, 6/1999 – 6/2000
Creative Director / Senior Graphic Designer

Directed, orchestrated, and participated in the design and production of high-impact marketing materials, point of purchase displays, and publications that aligned with specific brand strategies. Managed projects from initial concept through final delivery. Served as Art Director for photo shoots. Coordinated with Brand



Managers, Product Designers, Technical Writers, and Translators to introduce outstanding designs to the U.S. and French markets. Mentored and managed the performance of a Graphic Designer.

- Maintained open lines of communication with Brand Managers that all designs and projects were consistent with brand identity.
- Expertly designed and created new product logos, print ads, product manuals, exhibition booths, and other items that were integral to marketing and branding efforts.

DCA MARKETING OFFICE, Fort McPherson, GA, 3/1996 – 6/1999

Graphic Designer / Supervisor

Consulted with key decision makers from several divisions within the Ft. McPherson and Ft. Gillem communities of U.S. Army to deliver innovative graphics and promotional materials. Skillfully planned time lines and resources. Interacted with vendors and printers. Designed brochures, marketing collateral, logos, Web pages, and business cards. Provided leadership, training, and support to personnel.

- Recognized for strong leadership talents with an immediate promotion to a supervisory role.
- Created designs that were selected as Army standards for advertising initiatives and collateral.
- Significantly increased the client base and improved the success of the design department by surpassing customer expectations with superior quality finished projects.

EDUCATION

Bachelor of Fine Arts in Commercial Design (1995)
JACKSONVILLE STATE UNIVERSITY – Jacksonville, AL
Graduated Magna Cum Laude with Special Honors in Art, GPA 3.89

**HONORS AND
RECOGNITION**

18 Pieces of Artwork in the Permanent Collection of the U.S. Army Museum of Art in Washington D.C.
Three Pieces Published in the Book, A Portrait of an Army
1990 Member of the All-Army Artist Team
Four First-Place Winnings at the Juried Art Exhibitions of Jacksonville State University

**FREELANCE
EXPERIENCE**

Glenday Designs – Provide custom design projects for diverse clients to align with their vision and goals. Manage a wide range of projects from concept through completion.

**TECHNICAL
PROFICIENCIES**

Operating Systems: Mac and Windows
Software Expertise: Adobe Illustrator, Photoshop, ImageReady, InDesign, Acrobat; QuarkXpress;
Macromedia Flash, Dreamweaver; MSWord, Excel, PowerPoint; HTML, some JAVA