



Experienced creative leader with a proven track record of delivering impactful creative direction and developing high-performing teams. With 15+ years of experience across agency, in-house and academic settings, I excel at balancing innovative design with strategic objectives.

## RELEVANT WORK EXPERIENCE

### Bluefoot Creative

January 2007 – Present

### Freelance Creative Director / Graphic Designer

- Meet with clients to discuss and interpret needs. Determine direction and develop ideas from concept to finished product while meeting constraints of time and budget.
- Direct and collaborate with copywriters, developers, photographers, and other designers.
- Design identities, websites, ads, catalogs, newsletters, packaging, interactive demos, posters, collateral, apparel, event materials, and signage.
- Client industries include: sporting goods, action sports, apparel, advertising, legal services, green building, insurance, manufacturing, aviation, food, furniture, and hospitality.

### Madison College

Madison, Wisconsin

September 2024 – Present

### Adjunct Faculty – Graphic Design Department

- Design and deliver engaging curriculum for a college-level course on Design Fundamentals, focusing on core principles such as typography, layout, color theory, and composition.
- Provide students with hands-on learning experiences, including practical projects and critiques to build technical skills and creative problem-solving abilities.
- Foster a dynamic and supportive classroom environment, encouraging curiosity, collaboration, and critical thinking in design.
- Offer personalized mentorship and feedback to help students refine their work and develop a strong design portfolio.
- Introduce students to industry-standard tools and techniques, preparing them for professional opportunities in design.
- Evaluate student performance through project assessments and constructive critique, ensuring alignment with academic standards and professional expectations.

### broadhead.

Madison, Wisconsin

January 2024 – November 2024

### VP – Group Creative Director

- Lead and represent the Wisconsin-based creative team for the national agency with offices in Minneapolis (HQ), Madison, Delafield, Portland, and Charlotte.
- Serve as a key member of the creative leadership team, contributing to organizational vision and decision-making at the highest level.
- Provide strategic oversight and ensuring alignment between creative initiatives and business objectives.
- Supervise and mentor a multidisciplinary creative team, fostering a collaborative environment that encourages innovation and professional growth.
- Partner with cross-functional teams—including account management, strategy, digital, public relations and production — to develop comprehensive, results-driven campaigns.
- Collaborate directly with clients to define strategic direction, ensuring creative solutions align with brand goals and market needs.
- Champion the integration of design excellence and strategic thinking to consistently deliver impactful, award-winning work.
- Responsible for leading the development of all creative work for the Purina, GEA, Nedap, and Hampel's Calf-Tel accounts.



## RELEVANT WORK EXPERIENCE *continued*

### Filament

(acquired by broadhead., December 2023)

#### Madison, Wisconsin

May 2020 – December 2023

### Creative Lead → Chief Business Officer, Creative

- Actively participate on the agency's five-person executive leadership team, working through the business challenges and opportunities and charting the course for the 55-person agency.
- Lead, manage and guide a ten person creative team, consisting of a creative director, art directors, graphic designers, copywriters with work that spans campaign, print, digital, social, motion, branding.
- Bring creative in-house. Growing the internal team from four to ten, while implementing structure and clarifying role descriptions. Added creative copywriting as a role on team.
- Work closely with account service teams to define client project objectives and strategy.
- Direct the creative team in concept and design development of solutions.
- Define the creative vision for the agency.
- Develop and implement appropriate workflows and operating procedures to efficiently and consistently deliver impactful work for our clients.

### Rippe Keane Marketing

#### Madison, Wisconsin

April 2015 – May 2020

### Graphic Designer → Art Director

- Lead agency rebrand and design/development of new agency website.
- Provide visual creative direction for most print, digital and environmental projects.
- Collaborate with agency principals to translate client projects and strategize solutions.
- Lead agency's three-person design team. Direct and collaborate with freelance designers, developers, and photographers.
- Regularly meet with clients to discuss marketing opportunities and present recommendations.

### Outside Magazine

#### Chicago, Illinois

February 2011 – April 2015

### Art Director – Marketing

- Develop identities and direct the look and feel of marketing campaigns and partner programs, working with companies in the outdoor space and their agencies.
- Lead creative execution of in-book advertisements, advertorials, microsites, Facebook apps, environmental displays, and other solutions for print and web for Outside's advertising partners.
- Conceptualize and design all marketing collateral, including print and digital mockups, sell sheets, rate cards, and presentations.
- Direct and collaborate with developers, photographers, and other designers.

### Cook + Schmid

#### San Diego, California

October 2009 – February 2011

### Graphic Designer

- Conceptualize and art direct large-scale campaign to promote supportive housing in San Diego county, executed over a variety of media, including: print, outdoor, web, and television.
- Conceptualize and design Cook + Schmid's identity system, website, and capabilities iPad app.
- Design identities and materials for print and web for clients over a wide range of industries
- Supervise and directed developers, photographers, videographers, production, and freelance designers.
- Assist management team in project budgeting and business plan development.

## EXPERTISE

- Creative Direction
- Team Leadership
- Strategic Vision
- Cross-Functional Collaboration
- Client Engagement
- Integrated Campaigns
- Creative Operations
- Brand Development
- Budget and Resource Management

## EDUCATION

### Art Institute of California - San Diego

Graduated: March 2009

- Bachelor of Science
- Major: Graphic Design
- GPA: 4.0 - Graduated with Highest Honors

### University of Wisconsin - Milwaukee

Graduated: May 2004

- Bachelor of Business Administration
- Double major: Accounting and Finance
- GPA: 3.5 - Graduated Cum Laude