



resume

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SKILLS & KNOW-HOW



- Brand design and creative strategy; manage the creative process from concept to completion
- Graphic Design: Illustrator, Photoshop, InDesign, Adobe Express, Figma, Canva, and AI resources
- Translate brand strategies into marketing objectives across all channels
- Strong written and verbal communication skills
- Oversee and present client pitches and proposals
- Led and directed creative teams in the production of all marketing collateral
- Ensure visual communication and brand standards are met
- Performative skills in bagpipes

EXPERIENCE & NINE-TO-FIVES

March 2022 - Present

Digital Yalo | Atlanta, GA

SENIOR GRAPHIC DESIGNER

- **Digital Yalo Re-Brand:** First project at Yalo was to give the agency a refreshed new look; worked directly with our CCO and VP of Design and crafted multiple marks, each with supporting visuals of how the marks could come to life; set the tone for all subsequent materials - website, brand decks, social media, digital marketing, client gifts and swag. Supporting graphics include detailed grainy gradients, mixed media collages, extensive iconography and type treatments
- **Digital Yalo Internal Collateral and Marketing:** after the Digital Yalo re-brand, serves as the go-to designer for large internal marketing tasks including illustrated poster designs with AR video support, concepting a custom vinyl record, including brainstorming thematic ideas, song content and visual graphics; also oversaw production
- **Brand Identity Designs:** serves as lead designer for multiple brand identity projects; based on strategic brand positioning, designed primary identity logos and all variations, visual identity systems and supportive branding graphics for a number of clients: notable clients include IronCraft, Eclipse Outdoor, Rainier Shading, Weller Metalworks, Alloy Specialties, The Strand Theatre, and Nebuscent
- **Creative Campaign Designs:** designed campaigns for multiple clients, including OOH, digital ads, and social media; notable clients include LMS Investments, Apollo Tires, Pluralsight, M&T Bank, Pruitt Health, PDI: Kitchen & Lighting, The Strand Theatre, Myron, Cortland Apartments, Orderly Meds and Primrose Schools
- **Traditional Design Work:** designed packaging, print materials, conference/event materials for many clients; food packaging, monthly newsletters, presentations, table displays, backdrops, tradeshow booths, clothing/swag; notable clients include Jackson EMC, The Blakery, Wellspring Living, Apollo Tires, and Pluralsight



September 2016 - March 2022

Zaxby's Franchising LLC | Athens, GA

SENIOR MANAGER CREATIVE SERVICES

- **The Zaxby's Brand Book;** continuous updates, created proprietary typefaces, re-branded wing sauce logos, defined colors, updates to tone-of-voice, design templates
- **Wing sauce logo re-brand;** logos, badges, wordmarks for wing sauces
- **Digital Asset Management (DAM) onboarding;** led, organized, tagged, and uploaded all assets to our newly created Zaxby's Asset Library, powered by WebDam.
- Promotional campaign briefing; spots for broadcast, digital, and radio; social, POP, OOH, email & text campaigns, and owned-digital channels
- **Social media consulting;** developing tone-of-voice, lifestyle photography
- **Restaurant design;** branding, decor, signage
- Continuing to support all design needs at the corporate office, branding of the annual Z Conventions, packaging, menu boards, local store marketing, uniforms, website, and app.



December 2013 - September 2016

Zaxby's Franchising LLC | Athens, GA

GRAPHIC DESIGN MANAGER

- **The Zaxby's Brand Book;** using research and consumer insights, we defined Zaxby's passion and style, created rules for the logos, defined typefaces, colors, and tone-of-voice. Also handled the overall design, layout, and co-copy writing of Zaxby's first-ever brand guidelines.
- **Packaging graphics;** to-go bags, clamshell embossment, beverage cups, dip cups, and dressing packets
- **Zaxbys.com re-brand;** overall branding, tone-of-voice, photography
- **Menu board design;** printed indoor, drive-thru, and paper menus, created first iteration of our digital menu boards
- **Local Store Marketing (LSM) onboarding;** created templates for fundraiser nights, sponsorships, comp cards, paper menus, stationery, and third-party delivery marketing
- **Uniform program;** design inspiration, graphics for aprons, hats, and name badges
- Continued to support all design needs at the corporate office, and branding of the annual Z Conventions.
- Started the tradition of every Friday sending out a **"Friday Joke of the Week"**. Just the most terrible, yet brilliant puns and dad jokes sent out company-wide.



March 2013 - December 2013

Zaxby's Franchising LLC | Athens, GA

GRAPHIC DESIGNER

- Hired as **lead Graphic Designer** for all corporate facing and licensee facing materials including branded merchandise and materials for corporate events, team member training materials, recognition programs, franchise marketing trade show materials, intranet web pages, and corporate stationery.
- Worked closely with Executives, Vice Presidents, and Directors across Zaxby's corporate office for any creative design, creative copywriting, or brainstorming needs.
- **Z Convention branding;** created logos, themed supporting graphics, stage graphics, gifts, name tags, lanyards, signage, trade shows



October 2010 - March 2013

The Sign Bros. | Athens, GA

GRAPHIC DESIGNER & PRODUCTION MANAGER

- Continued as the **lead Graphic Designer** and would work directly with clients on design consultation.
- As a **manager**, I was responsible for onboarding and training new team members.
- Supervised the production team and organized workflow for all production and installation teams daily.
- Continued much of the production design and print operations.
- I often DJ'd at the shop, as in, just choosing the music that was played throughout the shop. Every Friday at 4:03 PM, I would play Third Eye Blind's self-titled 1997 album. You know the one. As soon as "God of Wine" concluded, it was time to go. Everyone loved it.



October 2008 - October 2010

The Sign Bros. | Athens, GA

GRAPHIC DESIGNER

- **Lead Graphic Designer** for all projects; concept design and production design.
- Designed in many different formats, including vehicle wraps, logos, banners, site signs, channel letters, & interior/exterior graphics.
- Operated all wide-format printing and vinyl plotting. Organized and supervised pre-production.
- Skilled in various sign production, including laminating, weeding & taping vinyl, applying vinyl, & hemming, and adding grommets to banners.
- **More than any skill learned, I got to watch what it takes for a small business to succeed. I'll always admire and respect the brothers for their dedication and "lead by example" mentality.**



May 2008 - October 2008

OPA Graphics | New Orleans, LA

GRAPHIC DESIGNER

- Designed logos, posters, banners, monument signs, channel letters, and business displays.
- Learned production techniques in many different formats including printing, laminating, routing, and plotting.
- Communicated with clients and managed the pre-production stages of a job assignment.

EDUCATION

Fall 2004 - Spring 2008

Loyola University | New Orleans, LA

BACHELORS DEGREE IN MUSIC with emphasis in **Music Industry Studies**

