

PROFESSIONAL EXPERIENCE

HEALTHGRADES FOR HOSPITALS

Graphic Designer, July 2018-December 2020

Created original concepts, imagery, and layouts for cross-platform campaigns on behalf of healthcare clients across the nation. Campaigns included direct mail, email, social media advertising, custom microsites, and other items as requested.

Worked collaboratively as part of an internal agency with creative directors, copywriters, production designers, project managers, programmers, and strategists.

Prepared information-rich presentations, infographics, and websites for internal marketing and sales teams. Organized complex information into digestible and visually appealing layouts.

Participated in weekly brainstorming meetings to create unique healthcare concepts. Presented work to clients and colleagues with confidence and clarity.

Completed assignments within a fast-paced, deadline-driven, highly collaborative work environment with many moving parts. Contributed and responded to internal and external critiques to create the best work possible while remaining client-focused.

Transitioned strategically to remote work during the COVID-19 pandemic. Managed work flow independently with Zoom, Slack, and Workfront.

COLLEGE OF LETTERS & SCIENCE (L&S) | UNIVERSITY OF WISCONSIN-MADISON

Communications Specialist, June 2014-June 2018; Advancement Associate, May 2011-May 2014

Served as principal graphic designer, photographer and website manager for the largest academic unit on the UW-Madison campus.

Developed concepts, designed layouts, created and sourced images, and managed printing and mailing for the college's annual publication, the *L&S Annual Review*. This publication was sent to more than 25,000 alumni, donors, and parents each fall.

Curated visual and editorial content on the L&S website and served as principle point of contact. Monitored and analyzed L&S website traffic using Google Analytics. Created monthly Google Analytics reports, and presented site data to high-level, alumni stakeholders twice annually.

Managed email marketing for the college, including event communications, stewardship messages, and *Sift & Winnow*, a monthly e-newsletter sent to 95,000 alumni and friends of L&S.

SKILLS & ABILITIES

Design & Media

- Creative concept development and ideation
- Digital illustration
- Image searching, sourcing, and curation
- Infographics and data visualization
- Editorial and advertising layouts
- Website and user interface design
- Design for social media and digital ads
- Brand development, use, and integration
- Visual storytelling across platforms
- Motion graphics and video editing
- Photography
- Traditional media: Pen and ink, silkscreen printing

Software & Web

- Adobe Creative Suite
- Sketch
- Content management systems: Wordpress, Drupal, Squarespace, Craft, Wix
- Project management platforms: Basecamp and Workfront
- Remote work software: Zoom and Slack
- Social media: Facebook Creative Hub, Twitter, Instagram, strategy and analytics
- Google Analytics
- Email Marketing: Constant Contact, MailChimp and similar platforms
- HTML and CSS languages

Office & Interpersonal

- Macintosh and Windows operating systems and work environments
- Microsoft Office Suite and Microsoft 365
- Remote work ready
- Excellent presentation skills
- Problem-solving and online research
- File organization
- Deadline-driven project management
- Multitasking and time management
- Collaborative and responsive to critique

EDUCATION & AFFILIATIONS

Bachelor of Music, Performance, 2009
Bachelor of Arts, English, 2009

Lawrence University | Appleton, WI

Associate of Applied Arts,
Graphic Design & Illustration, 2017

Madison Area Technical College | Madison, WI

Polka! Press Printing Cooperative

Member | Madison, WI