

I'm a passionate art director and designer who thrives on producing smart and compelling digital and brand experiences. I leverage curiosity, research, and collaboration to build engaging and thought-provoking products that excite people. I have experience directing photo and video shoots, growing brands into new channels, pitching work to clients and internal teams, and motivating fellow designers.

## EXPERIENCE

### VP, Marketing and Design

JANUARY 2015-PRESENT | GRAFANA LABS – NEW YORK, NY

Lead all aspects of creative and design for Grafana, one of the most popular open source data visualization projects in the world.

- Create the visual DNA and extensible design system to live and grow across all visual properties: open source software, commercial products, marketing and sales materials, video, and social media.
- Design, UI/UX and front-end development for open source software, marketing websites, landing pages, event websites and email campaigns.
- Creative direction on Grafana print and poster campaigns
- Produce Grafana video content, identify and work with channel partners to develop additional content to increase leads and derive additional value from evergreen content.
- Design and produce GrafanaCon, a multi-day conference held in the US and Europe with dozens of sponsors and hundreds of attendees.
- Identify, hire and lead additional designers and production teams to execute design vision and strategy.

### Partner, Creative Director

JUNE 2014-JANUARY 2015 | CAPACITY – NEW YORK, NY

Co-founded Capacity, a design agency specializing in the technology industries, putting a laser focus on design, user experience, content development, and brand strategy. **Acquired by Grafana Labs, January 2015.**

- Led creative strategy, design and content development.
- Drove client acquisition and business development.
- Presented client work and developed pitch decks.

### Director, Interactive

JUNE 2012-JUNE 2014 | INTERNAP NETWORK SERVICES – NEW YORK, NY

Established brand direction and visual language for Internap (NASDAQ: INAP), a publicly traded, high-performance Internet infrastructure provider. Built trust with marketing leadership and took ownership of the brand at-large to ensure design strategy and execution was consistent across all channels.

- Led major design initiatives and established new creative vision to position Internap as a design-forward infrastructure provider.
- Directed multimedia ad campaigns and developed comprehensive brand style guide.
- Designed client management portal and data visualizations.
- Directed design team for large-scale digital experiences, illustration, publication design, and marketing communications.
- Guided engineering and development teams to ensure designs were properly translated from design to code based on functional specifications and style guides.
- Interior design elements and finishes for 100,000+ sq ft data center

## Senior Manager, Digital Media

SEPTEMBER 2010-JUNE 2012 | EQUINOX FITNESS CLUBS – NEW YORK, NY

Led and executed multi-channel creative strategy for luxury lifestyle brand Equinox Fitness Clubs. Projects included brand positioning campaigns, spatial digital experiences, website design and e-commerce, mobile and rich Internet advertisements, and marketing communications. Conceived digital brand strategy, implemented new technologies and identified innovative ways to elevate market position. Pitched projects and initiatives to executive team. Directed, motivated, and evaluated creative team and external agencies.

- Led development and design of large-scale e-commerce website.
- Launched popular lifestyle and fitness website.
- Grew branding and positioning campaigns into digital channels.
- Spearheaded digital innovation, transforming in-club experience with motion and video.
- Directed redesign of electronic marketing communications.
- Redesign of mobile applications for phone and tablet.

## Coordinator for Advertising and Design, Art Director

AUGUST 2003-SEPTEMBER 2010 | UNIVERSITY OF CENTRAL MISSOURI – WARRENSBURG, MO

Directed design staff in all marketing advertisements and campaigns supporting brand strategy. Conceived and executed engaging interactive and motion experiences, microsites and digital marketing communications, as well as traditional advertising and printed publications aimed at increasing enrollment. Built, mentored and managed talented in-house team, prioritizing and juggling multiple projects concurrently.

- Designed and developed award-winning large-scale (10,000+ pages) web site with over 600,000 monthly unique visits.
- Designed and developed interactive holiday card for Development Office and University President, increasing engagement with alumni and donors by 75%.
- Conceived and executed multi-channel positioning campaign for billboards, newspapers and magazines, social platforms, microsites, digital ads and theater ads to boost enrollment.

## Designer

MAY 2002-AUGUST 2003 | 305 SPIN – SEDALIA, MO

Designed and developed large-scale websites, applications, e-commerce sites, and print advertisements primarily for clients in the music industry.

## EDUCATION

**MAY 2002 | BFA: Commercial Art, Emphasis: Graphic Design, University of Central Missouri**

## PROFESSIONAL SKILLS

Digital experiences, graphic design, creative direction, brand strategy, UI, UX, branding and identity design, front-end development, content development, Mac and Windows OS, Adobe Creative Suite, Sketch, CSS, HTML, design prototyping software, CRM solutions, marketing automation, social media platforms and automation technology, multiple CMS solutions and blogging platforms, JavaScript, PHP, Final Cut Pro, Pro Tools, and a deep desire to keep learning.