

EXPERIENCE Creative Director and Founding Partner, 2007 — present

SunSilvestri, Atlanta, Georgia

- » Develops and enhances new and existing branding programs for clients who value social and environmental responsibility through consistent messaging and visual design
- » Successfully collaborates with creative leaders, artists, and designers to produce and organize fundraising and promotional events
- » Increases customer base and awareness by implementing low-cost social media strategies
- » Mentors young and emerging designers in portfolio reviews through community organizations

User Experience Designer and Strategist, 2008 — present

User Insight, Atlanta, Georgia

Clients: UPS, InterContinental Hotels Group, CVS, Centers for Disease Control and Prevention, AGCO

- » Visualizes and transforms research data into tangible, straightforward formats that effectively communicate consumer insights
- » Conducts international research, develops information architecture, and designs user interfaces for globally reaching products
- » Adept at leading and handling multiple roles, including Usability Analyst, User Experience Designer, and Strategist, to support project objectives
- » Maintains sincere relationships with clients while actively seeking additional business opportunities
- » Coordinates internal efforts with marketing and operations teams to ensure consistent visual application of corporate brand

Design Associate, 2006 —2008

Matter, Atlanta, Georgia

Clients: Marriott International, W.K. Kellogg Foundation, Kimberly-Clark, GOAL

- » Worked with a diverse array of clients ranging from start-ups to Fortune 500 companies in retail, non-profit, and hospitality sectors
- » Collaborated with a multi-disciplinary team of Designers, Strategists, and Researchers, to develop engaging design solutions based on user research
- » Realized and developed custom packaging and print collateral within strict budgetary constraints

EDUCATION The School of the Art Institute of Chicago; Chicago, Illinois

Bachelor of Fine Arts with emphasis in Visual Communications, 2006

Georgia Institute of Technology; Atlanta, Georgia

Studies in Architecture and Mechanical Engineering, 1997—2001

PUBLISHED WORK *Information Design Workbook*, Baer, Kim, Rockport Publishers, 2008*Handmade Nation: The Rise of DIY, Art, Craft, and Design*, Levine, Faythe, Princeton Architectural Press, 2008**AWARDS & *Identity: Best of the Best 2007*, Top ten for non-profit organizations brand identity, March 2007****EXHIBITIONS *Artbash 2005*, Gallery 2, Chicago, Illinois, May 2005***Breaker Breaker, Dojo Yako*, Atlanta, Georgia, October 2003**AFFILIATIONS Museum of Design Atlanta, Professional Board Member**

Atlanta Printmakers Studio

AIGA Atlanta Chapter

DIGITAL SKILLS Adobe Creative Suite, HTML, CSS, OmniGraffle, Microsoft Office, PC and Macintosh Platforms**ANALOG SKILLS Letterpress, bookbinding, silkscreening, and photography**