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📍 Dallas-Fort Worth, TX

Education

Graphic Design, Bachelor of Fine Arts Degree,
Cum Laude, Texas Christian University

Awards

American Graphic Design Award
• 2017, 2018
Marcom Award, Platinum
• 2022

Brands

Biote	Fish City Grill
Mary Kay	On the Border
Main Event	7-Eleven
Chili's Global	Kroger
Pepsico	Target
Frito-Lay	Walmart
Interstate Batteries	Sam's Club
Texas Health	MosquitoNix
Resources	Steve's Ice Cream
Chrysler Capital	2020 Presidential
Santander	Campaign
Consumer USA	RoadLoans

Industries

Healthcare, Health & Wellness, Fitness	Retail, Clothing Finance
Beauty, Cosmetics	Construction
Consumer	Government, Law
Packaged Goods	Entertainment
Food & Beverage, Restaurants	IT/Technology Non-Profits

Skills

Creative Direction
Design Direction
Brand Identity Development
Web UX/UI Design Systems
Print Design
Editorial
Packaging Design & Development
Concept Development
Photo & Video Shoot Direction
Leadership & Team Management
Client Relationship Building

Programs



Biote

CREATIVE DIRECTOR 2021-PRESENT

- Lead and direct omni-channel creative including, brand development (rebrand), websites (UX/UI), email, print, internal communications, packaging label development, photography, social media, e-commerce, paid media, etc. (B2B & D2C); Lead creative through becoming a publicly traded company
- Manage and motivate a team of art directors, copywriters, and video editors
- Lead creative to generate patient leads and retention; lead internal communication campaigns, from concept to execution
- Implement and oversee various projects to ensure brand alignment
- Manage outside vendors, printers, contractors, and photographers
- Partner with IT, Quality and Project Managers to lead and implement workflow systems, software usage, and legal review processes

SENIOR GRAPHIC DESIGNER 2020-2021

Two Jaes Design, Personal Business

CREATIVE DIRECTOR 2017-PRESENT

- Design and manage creative for clients within multiple channels and industries- Projects include: brand identities, print, websites (UX/UI), social media, package design, photography, illustration and experiential design
- Manage client communication, timelines, budgets, and design deliverable plans
- Lead consultations and presentations for clients in regards to best practices, design trends, and project deliverables

Mary Kay

ART DIRECTOR, US 2021

- Led design for internal branding, concepts, strategies, seasonal campaigns, and presentations
- Planned, budgeted, scouted models; directed photo shoots for product publications, year-long internal campaigns, consultant toolkits, & director fashion
- Directed strategy and design for copywriters, designers, and production artists
- Contributed to streamlining process flow across multiple teams

Mindhandle, LLC

ART DIRECTOR 2019-2020

Propac Agency

ART DIRECTOR 2017-2019

Active Network, LLC

ASSOC. PRODUCTION DESIGNER (EMAIL/MEDIA DESIGNER) 2015

Spera Clothing Co.

CHIEF CREATIVE OFFICER/CO-FOUNDER 2014-2015