



CONTACT

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EDUCATION

International Academy of Design and Technology, Tampa Florida

Degree in Interactive Media 1999 - 2002
3.70 GPA Summa Cum Laude

SOFTWARE PROFICIENCY

- ★★★★★ Photoshop CC
- ★★★★★ Illustrator CC
- ★★★★★ InDesign CC
- ★★★★★ After Effects CC
- ★★★★★ Dreamweaver CC
- ★★★★★ Premiere Pro CC
- ★★★★★ Audition CC
- ★★★★★ Lightroom CC
- ★★★★★ Figma
- ★★★★★ DaVinci Resolve
- ★★★★★ Microsoft Office
- ★★★★★ PowerPoint
- ★★★★★ Keynote

PERSONAL SKILLS

- Team Building
- Creative Thinking
- Leadership & Management
- An eye for the Visual
- Paying it Forward
- A Value-based Foundation

PROFILE

I'm a Graphic Designer/Motion Designer with over 25 years of experience in motion design, print, social media, branding, and digital content development. I bring a versatile skill set that spans a wide range of industries, including television, restaurant marketing, and Air Force web-based training. Throughout my career, I've honed a deep understanding of how impactful visuals can drive engagement and brand identity. I specialize in creating dynamic visual solutions across various mediums, from motion graphics and digital product development to print materials and social media campaigns. My expertise extends beyond design to strategic consultation, where I collaborate with businesses on branding concepts, product packaging, and marketing campaigns.

EMPLOYMENT

Graphic Designer II/Motion Designer

Checkers & Rally's Restaurant | January 2021 to September 2025

Worked for the in-house agency producing graphics and motion design assets for social media campaigns across Meta, Performance Max (PMax), and YouTube. Balanced a wide range of deliverables – from motion graphics to static layouts – while maintaining a cohesive brand identity. Designed print materials for on-lot restaurant promotions, ensuring brand consistency across franchise and company locations. Collaborated with cross-functional marketing teams to deliver on-brand, results-driven creative under tight deadlines. Managed social media photoshoots working with photographers and talent to ensure brand identity and brand lifestyle.

Motion Graphic Designer

HSN (Quorate Retail Group) | June 2020 to January 2022

Created and developed animation graphics for television broadcast such as on-air promotions, wipes, opens and social media support. Worked with producers to develop on-air products for clients such as Beekman 1802, Benefit Cosmetics, IMAN, Apple & HP.

Multimedia Designer

ION Media | April 2019 - May 2020

Concept, design and distribute marketing, sales & advertising graphics. Design for projects such as advertisements, packaging, flyers, billboards and other print collateral. Web content such as advertisements, web banners and carousels, contest pages, game layouts and show imagery. Design, upload, post, and deliver email marketing blasts as well as animation frames for rebranding of network look, feel as well as motion graphics.

Graphic Designer

HSN (Home Shopping Network) | November 2006 to November 2018

Created and developed still and animation graphics for television broadcast; worked with producers to develop on-air products for clients such as Sofia Vergara, Coca-Cola, Lionel Richie, Serious Skin Care, Keith Urban, Apple & HP with a strong focus on maintaining company branding with maximum visual impact. Known for an ability to multitask on many projects, meet all deadlines, and turn over a high-quality final product. Assigned jobs from in-house project manager system as well as managed projects for the on-call designers.

Multimedia Designer

P3I Inc. Sub-contract to Odyssey Systems Consulting | March 2005 to November 2006

Maintained a SECRET Security Clearance

Developed online training modules for the United States Air Force; created and maintained live training pages and visual graphics to support web-based training (HTML, CSS, Flash, Java Script). Worked closely with military operational experts to develop the graphics required for training exercises; developed online interactive flash animations with a focus on visual and technical accuracy – these products effectively trained airmen in military tactics, techniques and procedures.

MEMBERSHIPS

AIGA - American Institute of Graphic Artists

NAPP - National Association of Photoshop Professionals

International Academy of Design & Technology Alumni Chapter

Vimeo After Effects User Group

President of the North Ybor Neighborhood Association