

Like a fresh art board, my ideas are clean and crisp. I understand the value of incorporating white space to create professional communication with a clear message. The negative can be just as powerful as the positive.

My creative exploration began in Arizona in 1996. I was attending the Art Center Design College in Tucson and working at AlphaGraphics as a Graphic Designer/Production Artist. This is where I began learning about myself and developing my creative style. I had freedom. Time. Variety. I worked on a multitude of projects until school ended and I graduated with a degree in Advertising Art. School was over and I moved to Los Angeles in search of greater knowledge and experience.

New in California, I worked as a freelancer at various establishments. I worked with all types of people, personalities, egos... a great personal and professional experience. I learned to be a client's designer, not a designer's designer.

Entertainment, Architecture, Engineering, Construction, Education, Nonprofit, Music, Packaged Goods... All industries I explored. Direct Mail, Marketing Collateral, Interactive, Events... All formats I cultivated.

In 2000, I accepted a position at Flewelling & Moody Architects as Senior Designer in charge of all graphic design. One of my most memorable projects - the direction of the new corporate identity design program - brought us the Society for Marketing Professional Services' 1st Place Marketing Communication Award.

In 2004, I landed at Gold's Gym International as a Senior Designer and worked up to my current position of Art Director. I have created national and international ad campaigns and materials and am the creative hub for a dynamic brand of over 600 locations worldwide. The range of work is diverse and challenging. Creative and tactical.

I was presented a position with Design Management Company in 2007 as Art Director for their Los Angeles / New York offices. At DMC, I oversee all graphic design projects, cultivating formats for direct mail, marketing collateral, interactive, events, managing clients and vendors, ad campaigns and more!

I approach my life and my work with a little twist from the norm. I think outside of the box all the time, but know when it's right to stay in the box to get things done. My work reflects what I feel and see in the environment, but delivers what the client envisions... and more. It's that "twist"... that "edge"... that makes me different.

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