


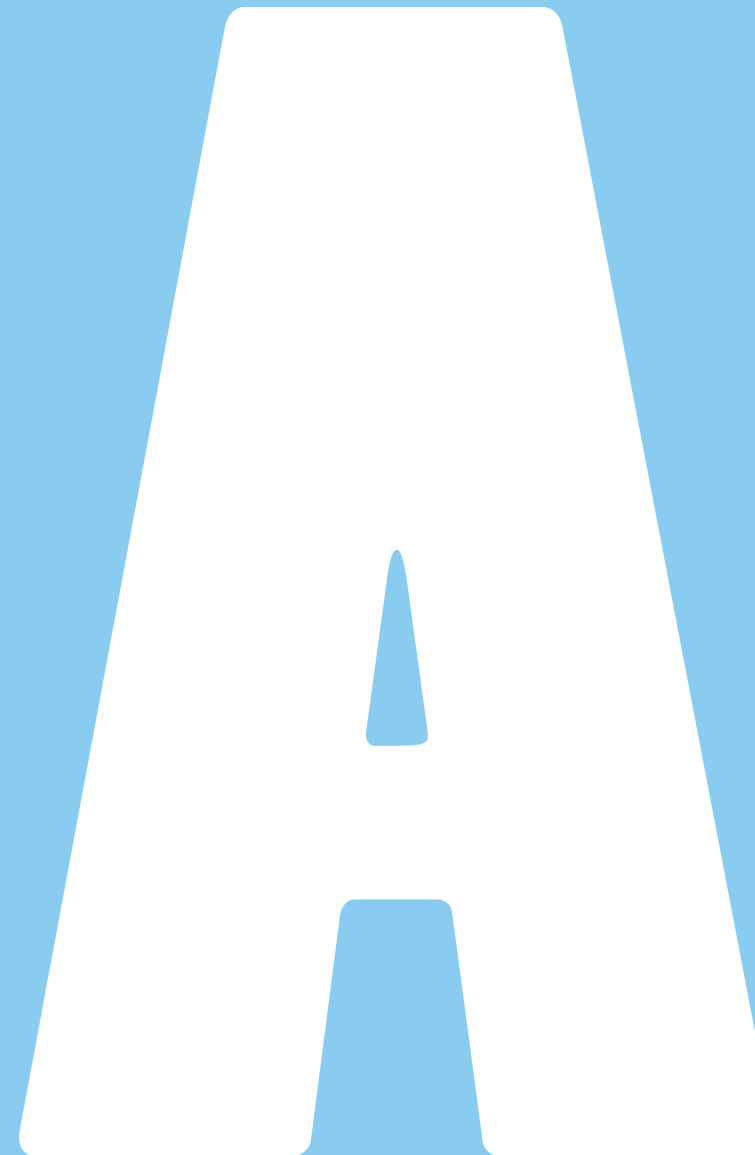
MORE MORE MORE



More. Imagination, creativity, impact: from crafting the visual language of emerging organizations, to breathing new life into the collateral of corporate behemoths, my ability to contribute more to creative campaigns (user experience, identity and print)

has made me an asset to some of Chicago's premier agencies. The following are case studies of some of my favorite experiences: All driven by the client's objectives, and by the desire to create a parity between need and imagination.

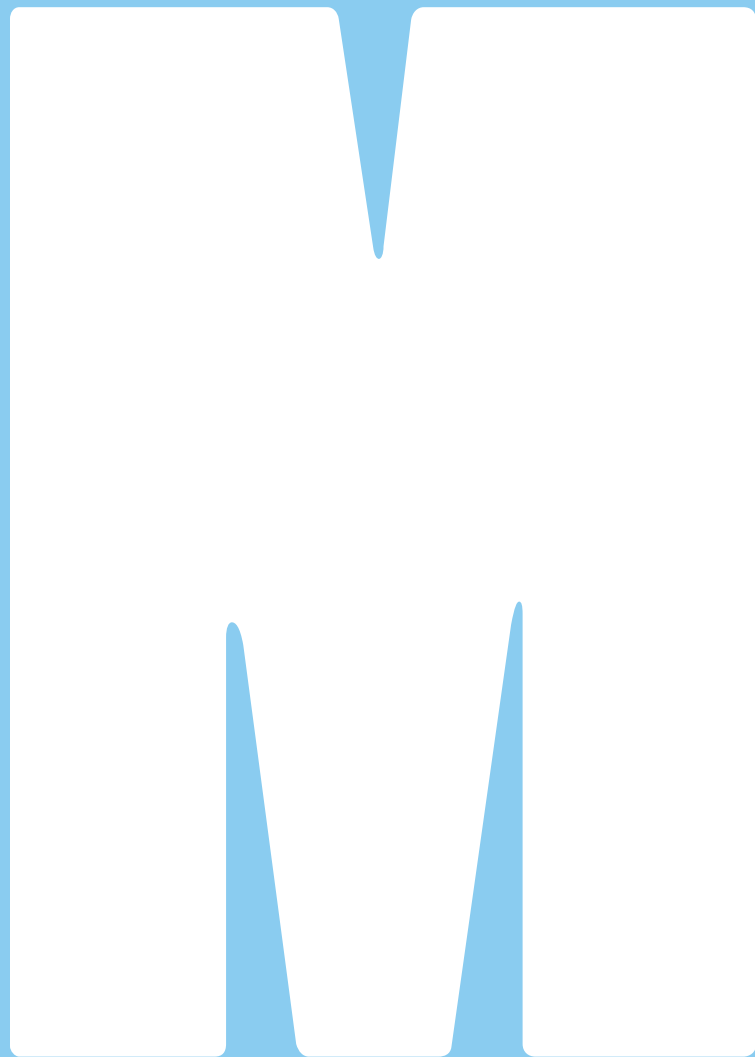
MORE REVOLUTION: CONVERSE FALL 2010 FOOTLOCKER KIDS, SKATE AND BASKETBALL CAMPAIGN.



As a freelance designer for VSA Partners, I was asked to collaborate on the visual language (point of purchase, signage, billboard, web and direct-mail) for converse's 2010 product-line. The end goal in this endeavor being to create culturally relevant and compelling visuals that communicated the essence of the converse brand.



MORE PRESIDENTIAL: GO TELL MAMA (OFFICIALLY UNOFFICIALLY) OBAMA ART EXHIBITION.



My entry in the go tell mama exhibit (now called the Officially Unofficially exhibit). This exhibition features works inspired by Barak Obama's Presidential bid. Featured on CNN, Esquire, and Complex Magazine, several works from the exhibit are now in residence at the the National Museum of American History and the Library of Congress.



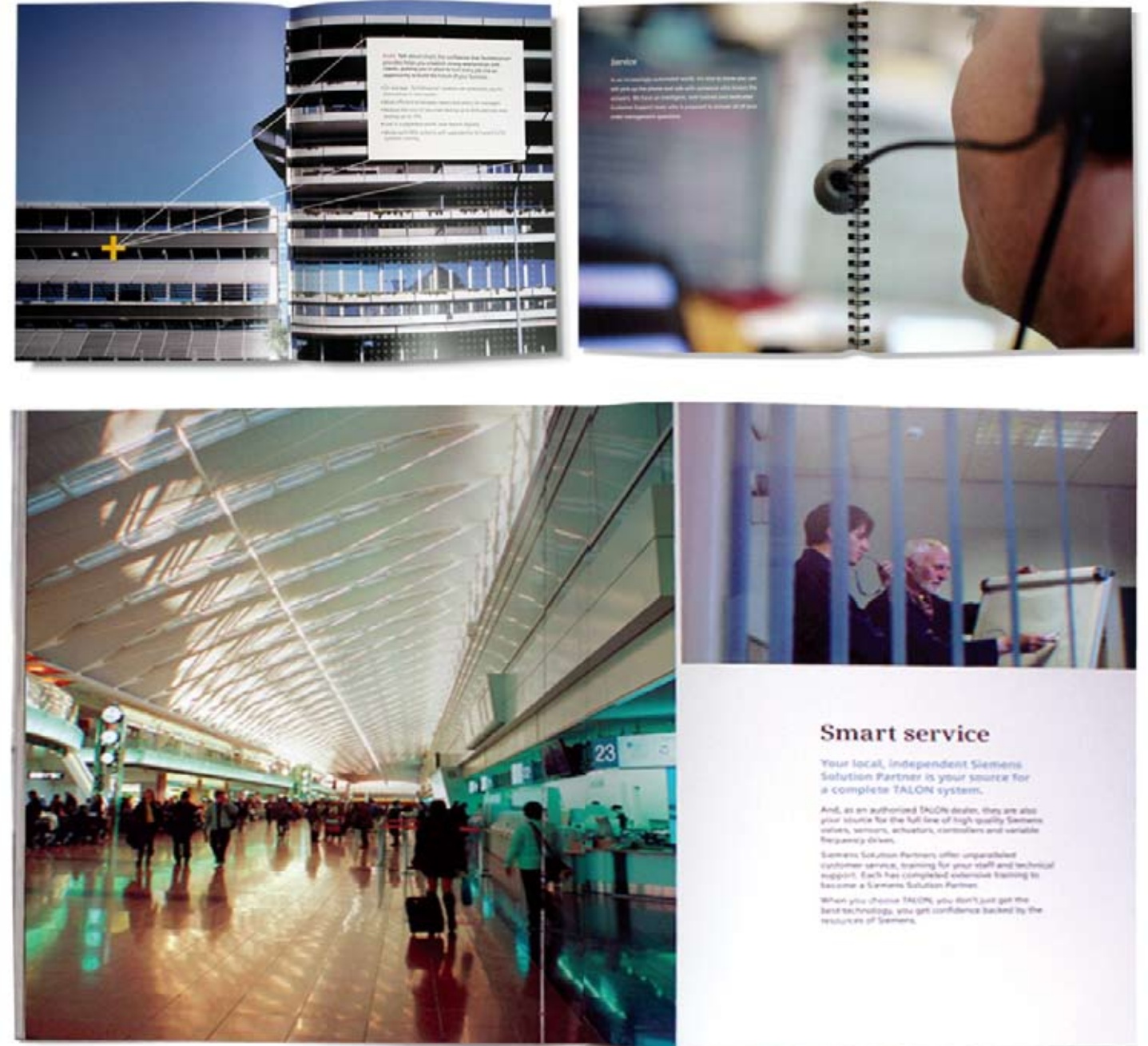
MORE JUICE (INFUSED): TROPICANA JUICE-INFUSED DRINKS, IDENTITY AND PACKAGING IDEATION.



Challenge: create a series of new product identities and package designs for Tropicana's foray into juice-infused drinks. Result: a series of vibrant and energetic concepts that create a ownable market position, with each offering differentiated from its on-shelf counterpart.

MORE RELIABILITY: SIEMENS BUILDING TECHNOLOGIES SAFETY SYSTEMS.

Early marketing for Siemens fire-safety tools focused on individual features. This approach led to slow sales. This created the need for a new campaign (including email blasts, brochure, direct-mail) that illustrated in broader terms the technological advantages to implementing the Siemens fire-safety program.



MORE ACITIVATION: ST PROPERTIES BRAND LAUNCH AND ARTICULATION.

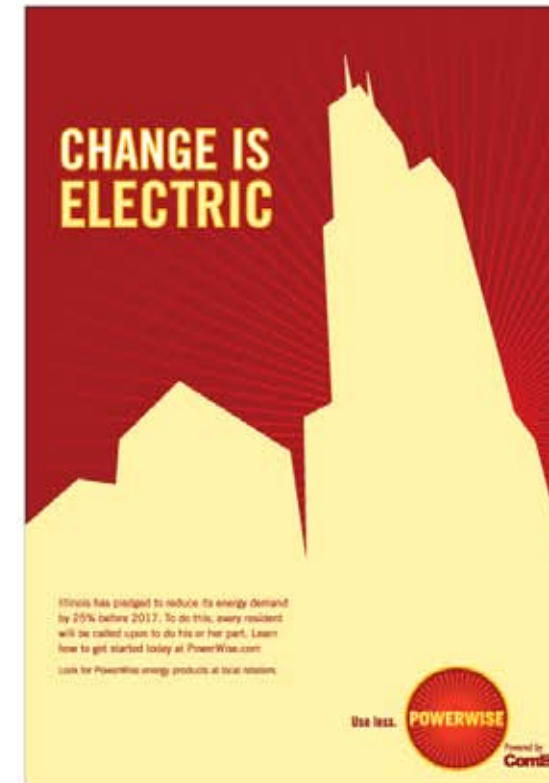


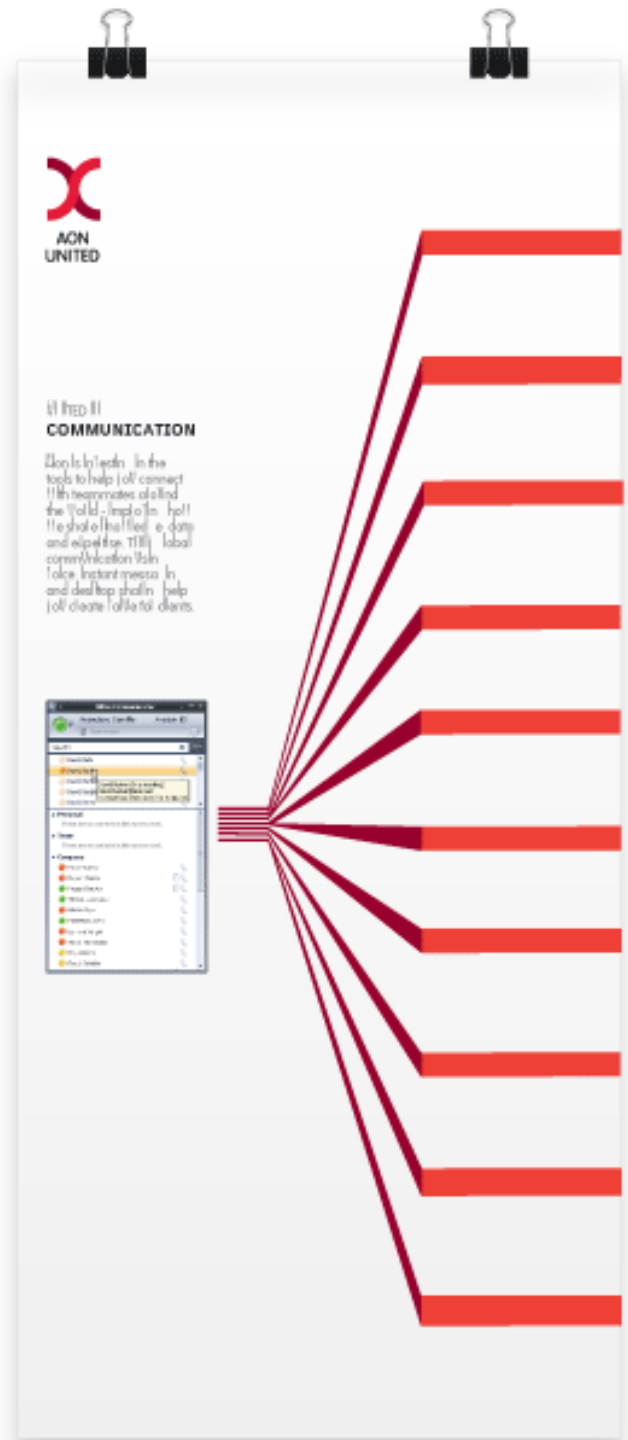
ST is a new residential real estate company, from a unique partnership between the visionaries behind Starwood Capital, Ducati and W Hotels and the FDIC. As a freelance designer with Avenue, I helped ST to define, articulate and launch their new company, as well as re-launch the 50+ properties in their newly acquired national portfolio.

MORE EFFICIENCY: COMED'S ENERGY CONSERVATION AWARENESS MEASURE.

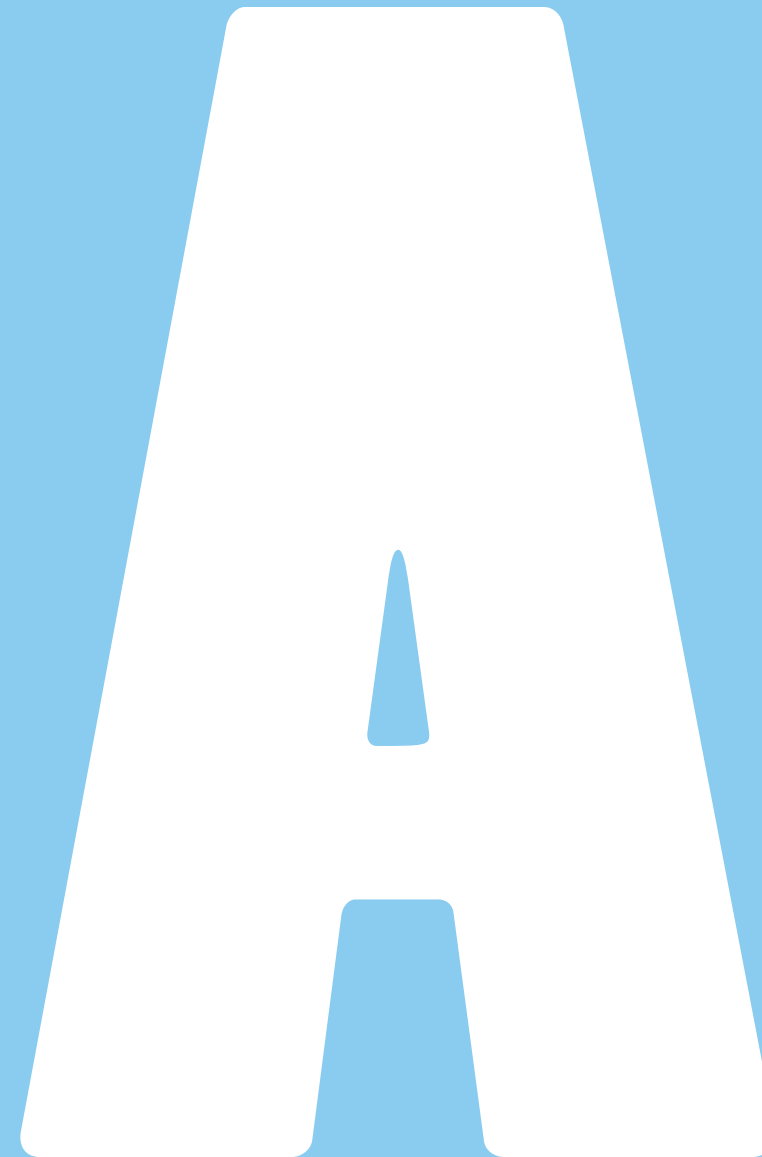


Changes in legislation, challenged ComEd with the task of reducing business and residential energy consumption within the next 10 years. The Powerise website was a key feature of a proposed marketing campaign (identity, email campaign and ads) geared toward educating customers on how they could reduce energy use without expensive actions.





MORE GLOBAL: AON CORPORATION (GLOBAL) BRAND REFRESH.



Aon launched an aggressive initiative to unify its brand in all of its offices, in over 120 Countries, in conjunction with its official sponsorship of Manchester United, in 2010. As a freelance creative for this global initiative, I contributed to the creation of brand standards/structure (internally and externally) for marketing collateral, literature, websites and banners and environmental graphics.

MORE EXPERIENCE

RECOGNITION AND PROFESSIONAL ACTIVITIES

Run, Blago Run Exhibition: satirical art exhibition based on the now-infamous escapades of Rod Blagojevich, the first Governor of Illinois to be impeached.

Officially Unofficial - Inspired Art for Obama an exhibition of works inspired by Barak Obama's Presidential bid. Featured on CNN, Esquire, and Complex Magazine, several works from the exhibit are now in residence at the National Museum of American History and the Library of Congress.

Hope: A Collection of Obama Posters and Prints (compendium), created by a diverse collection of artists, (Shepard Fairey, Scott Thomas, Cody Hudson, and Jessica Hische) the works were selected from the largest Obama art collection known to exist.

Aiga Chicago: Snap Shot 2009/09: a yearly profile of Chicago's best design work selected by a panel of leading members in the Chicago design community (within the calendar year of 2009).

Aiga Spring Portfolio Review 2009/10: as a panelist I reviewed student work and I assessed both positive and negative aspects of samples and suggested ways that students might be able to improve on their body of work.

Austin Career Center for Education

invited lecturer, spoke to at-risk youth about the advantages of education and the perils of illicit activities.

DESIGN EXPERIENCE

Freelance, July 2008 - present: designed e-newsletters, websites, sales presentations, advertising, marketing collateral (invitations, event posters, direct mail, corporate brochure, tradeshow booth graphics) for a variety of industries:

- *Avenue- Inc* (brand standards/articulation)
- *Sandbox Studio* (identity)
- *Aon* (corporate collateral/ brand standards)
- *VSA Partners* (Converse: web, retail and outdoor)

Coleman Partners, December 2006 - July 2008: designed websites, stationary systems, direct mail, corporate identities, annual reports and trades-show graphics, and illustration.

Stratosphere Creative, December 2004 - October 2006: designed advertising collateral, stationary systems, and flash animations

VSA Partners, May 2003 - August 2004: designed corporate collateral, identities, compiled stock photography, and developed comps, (BP, Harley Davidson, Dremel and IBM).

EDUCATION AND STUDENT ACTIVITIES

Northern Illinois University, B.A
(special studies in graphic design).

Upward Bound: supervised and mentored special needs, inner city and suburban youth for a summer camp program at Northern Illinois University.

NIU Huskies Feed The Homeless (thanksgiving).

Northern Star (reporter and columnist).

SOFTWARE SKILLS

- *Adobe Illustrator*
- *Adobe Indesign*
- *Adobe Photoshop*
- *Adobe Flash*
- *Adobe Dreamweaver*
- *Microsoft Word*
- *Keynote*