

## [work experience]

**Art Director, Walmart.com***January 2007- present*

- Manage the "Home & Family" Creative Team of 4-6 senior, mid-level, and production graphic designers. Art directs the creation of online assets including the walmart.com site, online advertising, emails and campaigns. Led the re-design of email campaigns, which resulted in 200% increase in click-through rates on June/July email campaigns
- Photo art direct key product categories in "Home and Family"-jewelry, baby, apparel (on-figure & off-figure), flowers & gifts, indoor/outdoor home-Art directing includes concept, casting, set design, and onset photo direction
- Led site revamp initiative to increase click-through rates and brand awareness through Walmart.com's price leadership directive redesign, which resulted in a 20% increase in traffic to key categories

**Freelance Designer***March 2000 - present*

- Provide consulting services, initial concept, layout, and pre-production design services for projects including print, identity, packaging, advertising, direct mail, web and exhibits
- Clients include Robert Mondavi Winery, Medical Research Institute, City of Millbrae, Miramar Events

**Associate Graphic Designer (web/visual merchandising), Gymboree Corporation***July 2004 - December 2006*

- Managed the design and production of seasonal visual merchandising directives for all Gymboree brands, including the 2004 Gymboree store rebrand initiative, and new brand launches for *Janie and Jack* and *Janeville*
- Designed and implemented key e-mail and web marketing campaigns for all brands. Responsibilities included concept, production and HTML coding for projects ranging from e-mail advertising to online e-commerce
- Developed in-store marketing concepts to parallel key seasonal lines and increase revenue during peak holiday seasons

**Graphic Design Manager, MICE North America***November 2001 - June 2004*

- Design-directed all graphic projects from concept to completion, creating effective graphic solutions and enhancing the consumer's overall brand experience and market messaging. Projects included marketing initiatives, presentation systems, packaging, corporate identity, exhibit graphics, and corporate collateral
- Completed corporate brand training with Fortune 500 companies (including Cisco Systems, Sun Microsystems, Hewlett Packard, SGI, and Macromedia) in order to effectively transition identity and rebrand campaigns into a 3-dimensional, interactive environment
- Managed the revamp and upgrade of San Francisco design and printing facility to increase creative and production capability, resulting in a \$2 million revenue increase (225% from year prior)
- Expanded, trained, and design-directed Los Angeles graphics and production department on new client brand guidelines, increasing graphic design and production contribution to 13% of total company revenue

**Graphic Designer, Displayworks***March 2000 - October 2001*

- Consult with design and account management team to create and produce graphic systems which compliment 3-dimensional environments
- Prepare artwork and mechanicals for in-house production and out-sourced printing

**Intern, LucasFilms,Ltd. San Rafael,CA***Spring 1997*

- Worked with facility management and engineers to develop building/structural upgrade floor plans and renderings at main Skywalker Ranch facility
- Assisted facility engineers with landscape, furniture, and space-planning design

## [education]

**San Francisco State University**

- Bachelor of Arts in Industrial Arts, Class of 1998

## [related skills]

- Mac/PC, Adobe CS3 (including Flash & Dreamweaver), HTML, Premiere, AutoCad,Canvas, CorelDraw, Microsoft Office

## [awards]

- Identity Magazine's *Best of the Best 2006, 2007*
- Rockport Publisher's *Logolounge 4*