

design is Everything is designed

A hands-on Art Director, with prevalent experience in the creative industry and extensive expertise in visual communications. A proven ability to design and produce in a diverse range of media types including print, web and online arenas.

Strong at building and leading creative development teams by defining and executing successful design solutions for a wide variety of clientele, including: lifestyle publishing, education, finance, medical, non-profit and retail.

Work includes branding campaigns, corporate and program identities, marketing and communications, print collateral, website and multimedia development, magazine and news periodical design, exhibit and interior display design.

Consistently delivering innovative solutions to build client relationships and products that lead to larger contracts and additional revenue.

A true soup-to-nuts design professional, where creative thinking and problem solving are part of my everyday life.

PROFESSIONAL EXPERIENCE

APRIL MARIE DESIGN
Owner and Art Director
Savannah, Georgia
2015 – Present

A BRIGHT IDEA
Art Director
Bel Air, Maryland
2014 – 2015

CRMEDIA, INC.
Art Director and Manager
Baltimore, Maryland
2008 – 2014

SEQUEL DESIGN
Creative Director
Forest Hill, Maryland
2003 – 2008

BLUE SKY DESIGN
Art Director
Baltimore, Maryland
1994 – 2003

DESIGN CAPABILITIES

PRINT MEDIA

- Design, layout and advertising coordination of magazines, catalogs and news periodicals
- Marketing kits for a wide variety of businesses and organizations
- Institutional Development collateral for profit and non-profit companies
- Direct mail campaigns
- Advertising campaigns: including signage, billboard and bus advertising
- Educational viewbook kits and marketing collateral
- Exhibit and tradeshow displays
- Extensive experience in art direction with designers, photographers, illustrators and copywriters
- Complete knowledge of both conventional offset printing; web printing and digital process printing

BRANDING

- Maintain knowledge of creative marketing and branding trends and best practices
- Thorough ability to develop and maintain branding consistencies through print and online arenas
- Expert experience in the development of complete branding systems: including logos, stationery collateral and sales kits
- Develop processes and documentation for managing brands of all sizes
- Create brand publications, ads and websites

ONLINE MEDIA

- Website design for a large range of businesses and organizations
- Advertising campaigns for a variety of online mediums
- Social Media campaigns: including contest concepts and development

OTHER CAPABILITIES

BUSINESS DEVELOPMENT

- Significant experience building concept pitches, including both visuals and support content for a range of clientele and projects
- Hands-on experience with budget proposals and vendor coordination for printing, photography, illustration and copywriting
- Assist in the development of content and timelines for a variety of projects in the print, web and branding arenas
- Help build comprehensive product and service offerings
- Consistently help sales teams expand the scope of existing contracts resulting in the increase of revenue and client relationships

EDUCATION

MARYLAND INSTITUTE COLLEGE OF ART

M.F.A. Graphic Design

Baltimore, Maryland

MANAGEMENT

- Foster creativity within deadlines and acute attention to detail
- Encourage a creative environment that is conducive to creative development
- Develop, manage, motivate, and retain a creative staff including, designers, programmers, copywriters, illustrators and support teams
- Assist and support management teams for quality products and service as well as overall quality work environments

SOFTWARE

DESIGN

- Adobe Creative Cloud, including: InDesign, Photoshop, Illustrator, Acrobat Pro DC, InCopy, Dreamweaver
- Wordpress

BUSINESS

- Microsoft Word
- Microsoft Excel
- Power Point
- Basecamp

AWARDS AND RECOGNITION

2014

CPA

- Best Overall Design News Periodical
- Best Design Spread or Story
- Best in Class Overall Design News Periodical

2013

MDDC Press Association

- Best Advertising Campaign
- Best Niche Publication
- Best Special Section

2012

MDDC Press Association

- Best Print Institutional Ad
- Best Advertising Campaign
- Best Print Promotional of News Periodical
- Best Innovative Concept Wild Card Advertising

CPA

- Best Design Spread or Story
- Best Design Overall News Periodical

2011

MDDC Press Association

- Best Innovative Advertising Concept
- Best Print Institutional Ad
- Best Community Service Ad

CPA

- Best Feature
- Best Overall Publication

2010

MDDC Press Association

- Best of Show: Advertising
- Best Innovative Online Advertising
- Best Real Estate Promotional
- Best Wild Card Advertising

CPA

- Best Special Section