

Qualification Summary

Innovative Creative Leader, Designer, Illustrator, Motion Designer, Animator, an out-of-the-proverbial-box thinker with 16+ years of proven track record of success spearheading all aspects of the production pipeline, from preproduction to post, including motion graphics, 2d/3d animation, design, and illustration.

Talented craftsperson with demonstrated success and extensive exposure with multi-departments, leading best-in-class creative teams, defining and understanding businesses' needs, and translating stakeholders' objectives/vision/priorities into innovative solutions. Vested video director for Disney on Ice and Disney Live, pivotal in onboarding Chip and Joanna Gaines to Discovery's new Magnolia Network. Born creative director and producer specializing in building post-production departments from the ground up. Articulate communicator with proven ability to build and maintain trusted relationships and effective partnerships with creative teams, designers, strategists, developers, and stakeholders/clients.

Areas of Expertise

- Creative Direction, Production, & Management
- Concept Art, Illustration & Storyboards
- Brand Voice & Concept Development
- Video Production, Editing, Design
- Team Collaboration & Management
- Print & Digital Media Management
- 2D Animation & 3D Animation
- Creative Content Management
- Storytelling & User Experience
- Client Relationship

Career Experience

Creative Director | Freelance

2004 to Present

Partner with agencies, business owners, and brands to create first-in-class marketing materials, from logo designs and web to animations and video productions. Cultivate a client list that rivals most mid-sized agencies: Nike, Mercedes, Marvel, Disney, DC, Warner Brothers, McDonald's, Flavor, Indigo Studios, and Dalton Agency.

- Develop pitch materials for agencies around the world. Successful in generating over 1M in revenue a year through successful pitches.
- Maintain long-lasting relationships with clients and brands, including creating concept art for the reboot of Captain Kangaroo.
- Created illustrations and storyboards for Warner Brothers/DC Comics.

Lead of Post-production | Sprout Social, Chicago, IL

2019 to 2023

Execute a people-first approach to leading the brand creative department in motion design and animation, focusing on optimizing end-user experience. Acquire and expand 3D animation knowledge by holding creative hangouts and learning portals.

- Developed, launched, and implemented the Sprout Principles of Animation as a guide for all departments and outside vendors, enabling Sprout's animation to remain consistent and on-brand.
- Partnered with stakeholders, editors, and designers to deploy animation to videos, social media posts, and Sprout's website.
- Planned and established After Effects hangouts that brought together designers and animators to learn from one another, fostering positive relationships between disciplines.

Digital Producer | DISCOVERY, Knoxville, TN

2017 to 2019

Delivered digital leadership in directing high-performing cross-functional teams consisting of contractors, vendors, and marketing groups to navigate advertising, collateral, videos, and graphics while acting as liaison between networks and design teams.

- Exhibited multitasking skills in supervising and coordinating with up to 15 contractors simultaneously on six different network brands covering HDTV, TRVL, TLC, Food Network, Genius Kitchen, and Discovery Channel.
- Applied vision-driven approach in understanding, supporting, and overseeing contractors' needs with payroll, scheduling, footage, design, and graphics.
- Contributed to operational excellence through sourcing and onboarding freelancers and vendors leading to mitigating pressures from the workload and deadlines.
- Supported small powerhouse team to onboard Chip and Joanna Gains' Magnolia Channel to Discovery.

Lead Motion Graphics Artist | CAREERBUILDER, Chicago, IL

2015 to 2017

Fostered effective partnership and one-on-one interaction with stakeholders to determine and elevate the CB brand, create cutting-edge digital content, and successfully launch the CB YouTube channel.

- Headed and motivated creative team of five personnel to manage production of six-episode animated series that promotes and positions CareerBuilder as the number one destination for job search.
- Spearheaded and coordinated with large cast and crew to direct diverse range of video productions.
- Provided leadership in designing and navigating all animation brand standards across various social platforms.
- Recruited freelancers as well as provided exceptional direction to vendors on various projects.

Lead Motion Graphics Artist | DALTON AGENCY, Jacksonville, FL

2010 to 2014

Served as lead motion graphics artist to administer the entire production team involving a senior editor, junior editor, and producer. Managed media storage and naming conventions to streamline overall production process.

- Spearheaded end-to-end operations of video production for McDonald's, Beall's Outlet, and Jacksonville Jaguars.
- Deployed cross-discipline approach to eliminate tension between departments by reinvigorating effective communication between production and designers.
- Pioneered and initiated 3D animation the first time in the history of the post-production department.

Media Developer / Video Director | FELD ENTERTAINMENT, Bradenton, FL

2009 to 2010

Served as Video Director for Disney on Ice, Disney Live, Nuclear Cowboyz, and Ringling Brothers. Headed high-performing team of ten professionals on Disney on Ice and Disney Live.

- Produced two consecutive shows and completed content totaling 4.5 hours within less than three months.
- Partnered with writers, directors, and builders to illustrate and storyboard each show with focus on facilitating end-users' better understanding of the core concept and demand of the production before breaking each task down and hiring staff to execute.
- Built render farm and animation pipeline allowing heavy renders in minimal time.
- Brought and monitored performance of all freelancers on task while providing motivation and guidance to boost high spirits in very stressful work environment.

Additional Experience

Creative Director at OSWALD MARKETING, Evansville, IN

Education & Credentials

BFA - Media Design | Columbus College of Art and Design – 3.8 GPA