

Visual / Production Designer specializing in translating key art and concepts across diverse deliverables, adapting designs to fit new specifications, setting up print and digital mechanicals while ensuring alignment with brand guidelines, and maintaining high quality, consistency, and attention to detail.

20+ YEARS OF CREATIVE WORK EXPERIENCE

Senior Visual / Production Designer, Brand and Experiential Marketing

F5 06.2014 - 09.2024 | 10 yrs 4 mos | Seattle, WA

As part of the in-house creative studio at F5 on the brand and experiential marketing team, I would work closely with the head of events and peers across all of marketing to transform the business and product objectives into memorable experiences and ensure cohesiveness across industry conferences, hosted events, field events, and executive experiences.

- Created and executed visual assets across various media for digital go-to-market campaigns and events, including technical diagrams, large-scale signage, environmental graphics, swag, trade show booth design, digital ads, and social media content with meticulous detail and precision.
- Strategically and artfully conveyed the benefits of F5's products/solutions in a relatable, relevant way that resonated with F5's various audiences.
- Reviewed and refined design work based on feedback, ensuring alignment with brand guidelines and final deliverables meet project requirements.
- Collaborated with art directors, copywriters, designers, and producers for cohesive creative output.
- Stayed updated on industry trends, tools, and technologies, and developed and implemented efficient production workflows to optimize team productivity and output.
- Developed and led an extensive branded icon library which included building out libraries to share with the in-house creative studio, agencies, and F5 employees.

Brand / Graphic Designer

DRU BRU Freelance | 05.2014 - Present | Cle Elum, WA

Design and production on packaging, can labels, pop, sales sheets, swag, environmental design, store signage, and marketing materials for an award-winning brewery in Washington state.

Senior Production Designer

Phinney Bischoff 11.2008 - 06.2014 | Seattle, WA

Senior Electronic Production Artist

DDB 09.2006 - 11.2008 | 1 yr 3 mos | Seattle, WA

Electronic Production Artist / Graphic Designer

Horton Lantz & Low 07.2004 - 09.2006 | Seattle, WA

Store Signage / Graphics Manager

IKEA Seattle 11.2000 - 07.2004 | Renton, WA

EDUCATION

Seattle School of Visual Concepts 2004-2006

Seattle Central College Design & Illustration Program Graduated in 2000

Kentridge High School Graduated in 1998

SOFTWARE & TOOLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, Lightroom, AEM, Adobe Express, Firefly
Figma | **Keynote** | **Wrike** | **Asana** | **Teams** | **MS Office** | **SharePoint** | **OneDrive** | **Google Workspace**