

Senior Designer with over 16 years of experience creating positive web and print design for corporations, creative agencies, and small business. Industries include healthcare, consumer goods, entertainment, financial, technology, and education. Highly creative with demonstrated ability to manage, lead, and develop projects from concept to completion. Excellent collaborative and interpersonal skills with well-developed written and verbal communications.

- » Web Design
- » Brand Development
- » Print Communication & Marketing Collateral
- » Graphic Design & Concept Development

Relevant Skills

Creative: Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver, and Acrobat

Technical: HTML, CSS, Responsive Web Design, WordPress, and able to modify PHP and jQuery

Career Development

ILLUMINA, SAN DIEGO, CA

Contracted through ProUnlimited

Web Designer, 2013 - Present

Develop website marketing communications in support of genetic sequencing and array technologies.

- » Provide layout design based on brand guidelines for maximum usability and a focus on user experience. Create user interfaces using front-end code in HTML and CSS. Perform usability tests to insure cross-browser compatibility.
- » Create HTML e-mail campaigns utilizing Marketo to promote product announcements and implement cookie code for analytics and dynamic content purposes.
- » Assisted in the successful product launch of NextSeq 500 and HiSeq X Ten. Created landing pages, banners, and supporting pages promoting system features.

AMYLIN PHARMACEUTICALS, SAN DIEGO, CA

A wholly-owned subsidiary of Bristol-Myers Squibb

Specialist III, Graphic Design, 2007 - 2013

Coordinated, managed, and developed digital and print communications in support of three first-in-class pharmaceutical drugs: Bydureon, Byetta, and Symlin. Led major projects that contributed to global product awareness, employee education, and sales team motivation.

- » Designed, managed, and maintained the corporate website, which demonstrated value for investor relations, raised product awareness, and substantially increased viewership from previous years.
- » Assisted in the successful launch of Bydureon, a first-in-class once-weekly diabetes drug. Produced product packaging and marketing pieces based on strict brand and FDA guidelines.
- » Developed internal sales campaigns driving key messaging and motivating sales team, which improved employee productivity and morale. Quarterly communications were distributed to promote yearly sales trip. Designed trip guides, invitations, brochures, signage, and website.

- » Developed employee compliance campaigns creating awareness around government regulations and increasing employee engagement. Designed digital signage, educational guides, and digital newsletter.
- » Implemented an employee recognition program, which strengthened employee morale and helped align with the company mission and vision. Designed posters, digital signage, and intranet site.

CARDINAL HEALTH, SAN DIEGO, CA

Graphic Designer, 2006 - 2007

Developed digital and print communications in support of Pyxis and Alaris product lines.

- » Produced interactive Flash demonstrations educating sales teams, marketing, and external clients on medication management, infection prevention, and respiratory care.
- » Provided design for product brochures and trade show promotions reinforcing product value. Completed projects ahead of schedule while maintaining strict quality control.

RUSTY GEORGE CREATIVE, TACOMA, WA

Senior Graphic Designer, 2001 - 2006

Successfully managed and coordinated high-end graphic design projects from concept to completion. Worked closely with clients to develop educational, interactive CDs and websites, advertising campaigns, company branding, and environmental graphics.

- » Designed and programmed an educational, interactive CD for Washington State Department of Natural Resources, which won the Davey Gold Award for Interactive Multimedia.
- » Designed and programmed an educational, interactive CD for Washington State Historic Preservation Department, which won The Seattle Show Award for Information Design and State Historic Preservation Officer's Award.
- » Developed Pierce County Health Department's first interactive Food Worker Safety Test, resulting in a more efficient and educational process.

SHAMROCK DESIGN, SEATTLE, WA

Graphic Designer, 2000 - 2001

Established a professional design studio and oversaw daily operations including quality control, client relations, vendor management, and ensured on-time completion of jobs to client's specifications. Managed all print projects and directed design staff.

NATIONAL COLOR, SEATTLE, WA

Graphic Designer, 1997 - 2000

Created commercial real estate marketing materials for companies such as Cushman & Wakefield, Grubb & Ellis, CB Richard Ellis, Colliers International, and Coldwell Banker. Built quality customer relationships through excellent service and on-time job completion.

Education

THE ART INSTITUTE OF SEATTLE, SEATTLE, WA

Graphic Design - Graduated with Honors