



| QUALIFICATIONS

- Over a decade of art direction and graphic design experience
- Skilled in a variety of design disciplines and medium including print, digital marketing, EDM, UI/UX, digital illustration, environmental, and exhibition
- Extraordinarily-strong work ethic
- A conceptual thinker and creative problem-solver
- Extremely versatile and highly adaptable
- A collaborative team leader and mentor

| EXPERIENCE

February 2015–Present

BIOLASE Irvine, CA
Sr. Art Director

- Creative responsibility for the company's integrated advertising campaigns, product collateral, IFUs, product packaging & brand development, exhibition graphics, environmental graphics, and more
- Product UI design
- Responsible for hiring, direction and supervision of freelance design staff

March 2011– July 2013

SupplyFrame Pasadena, CA
Interactive Art Director

- Design and HTML production of EDM campaigns
- UI/UX design and art direction of corporate B-to-B website, Product UI Design
- Design and production of digital marketing collateral including media kit, data sheets, white papers, case studies and info-graphics

July, 2006 – August 2010

J. Morrison Group Fullerton, CA
Art Director

- Art direction, design and development of logos, identity materials, print collateral, print advertisements, digital advertisements, integrated campaigns, web sites, micro-sites, outdoor graphics, trade show exhibits, and publisher's media kits for multiple clients in a variety of industries including health care, biotech, hospitality, entertainment and engineering
- Responsible for hiring, direction and supervision of freelance design/dev staff

| EDUCATION

1994 – 1996

Platt College Newport Beach, CA

- Associate of Arts Degree – Graphic Design
- Academic Achievement Award – Advanced Computer Graphics
- Outstanding Attendance Award

August 2001 – March 2002

Mission Renaissance Irvine, CA

- In-studio, fine arts training

| TECHNICAL SKILLS

- HTML and CSS encoding
- Utilization of Javascript/jQuery
- Editing of PHP
- User-experience design and wireframing
- Wordpress development
- Digital illustration
- Desktop publishing
- Digital image retouching and manipulation
- Video Editing

| CREATIVE SKILLS

- Art direction
- Creative conceptualization
- Comprehensive rendering
- UI/UX design
- Graphic/visual design
- Copywriting/copy editing
- Exhibition space planning & design

| SOFTWARE CAPABILITIES

- MS Office (Word, Outlook, Powerpoint, Excel)
- Adobe Creative Suite/Cloud (Photoshop, Illustrator, InDesign, Bridge, DreamWeaver, Flash, Premier, Acrobat)
- Content Management Systems (CMS)
- Wireframing/prototyping

| PLATFORM CAPABILITIES

- Apple Macintosh
- Microsoft Windows/PC

June, 2003 – July, 2006

William Hezmalhalch Architects Santa Ana, CA
Sr. Graphic Designer — Marketing/BusDev

- Creation of multi-disciplinary client communications including product data sheets, on-screen presentations and e-mail campaigns
- Conception and art direction of the firm's printed product portfolio magazines
- Digital retouching and production of the firm's architectural, color design and land planning award entries
- Large-format environmental display graphics for the firm's HQ and regional offices

January, 2002 – Present

Freelance Graphic Design

- Freelance creative services for Southern California clientele including: Alliance Healthcare, Chapman University, Churm Publishing, DevicePharm, DMG Marketing, Johnson Gray Advertising, Magic Software, Reiches Baird Advertising and others

January, 1998 – January, 2002

Autobyte Irvine, CA

Sr. Graphic Designer/ Interactive Producer

- Responsible for user interface design and graphic support of consumer website with over 1.6 million unique visitors per month
- Art direction of online promotional campaign resulting in over 800,000 registered users
- UI/UX design of a \$3 million online pilot program with General Motors
- Design and production of identity system, advertising, and sales print collateral
- Supervision of Design staff