

professional
experience

jkDesignSolutions . Atlanta, GA

Owner . 2005-2012

Design services for businesses throughout the US. Creative includes brand identity and campaigns, campaign writing, UX design, banners, emarketing, logos, packaging, collateral and ads. Provided complete management of process from initial strategic concepts to project launch.

The Weather Channel . Atlanta, GA

Contract Senior Art Director . 2006-2009

Managed interactive for on-air programming including stunt weeks and long-format programming. Creative included brand identity and collateral, posters, ads, brochures, website, email marketing and flash presentations.

Freelance . Atlanta, GA

Senior Art Director . 2000-2006

• Kimberly Clark • World Financial Group • Intercontinental Hotels
• Kaiser Permanente • Home Depot • Philips

Contract design for advertising agencies and corporations in Atlanta. Creative included brand identity, collateral, ads, brochures, direct mail, websites and emarketing. Provided direction for photo shoots. Responsible for bids and press checks. Strategic emarketing experience includes website analysis for search engine optimization and google adwords campaigns. Worked closely with clients and managed projects from initial layouts to completion.

S. P. Richards . Smyrna, GA

Graphic Designer, Advertising Department . 1993-1999

Design and production of promotional materials for private label import line. Awarded bids for contract services. Supervised photography, film separators and imaging vendors. Trained personnel to assist in advertising layout.

Advertising Agencies . Metro-Atlanta, GA

Graphic Designer, Independent Contractor . 1991-1993

• BBDO • Ogilvy & Mather • Adair Green Advertising

Provided a variety of advertising services including art direction, copy writing and production to advertising agencies.

software Photoshop . InDesign . Acrobat . Illustrator . XHTML . CSS
Flash . Dreamweaver

education Bachelor of Arts . Visual Design/Advertising . Auburn University, 1991
Web Design and Development . Kennesaw State University . 2002-2003
"Best of Show" . June 2003