



## EXPERIENCE

OCTOBER 2019–PRESENT

### Graphic Designer *with* Jacobs Engineering Group Inc.

- Lead some of the largest top-prospect pursuits in the company, including concept, execution, and delivery of long format documents under tight deadlines and strict formatting requirements
- Juggle multiple overlapping projects, work with diverse teams from a variety of engineering sectors to bring their creative visions to life, including document layouts, infographics, illustrations, videos, presentations, animations, etc.
- Led the creation of a creative Community of Practice, including brainstorming, producing, and presenting educational content for the CoP.
- Mentored, trained, and created onboarding materials for new design hires.
- Specialized in creating customized data-driven GIS maps using ArcGIS for Adobe Creative Cloud

OCTOBER 2018–AUGUST 2019

### Brand Designer *with* XTERRA Global

- Led the visual end of the marketing team to help transition XTERRA from an endurance racing brand to a holistic outdoor lifestyle brand
- Worked closely with the e-commerce team to improve the online experience for XTERRA customers and fans.
  - Revamped their product page UX/UI to create a smoother user experience and increase conversions.
  - Redesigning their news/information HUB to help XTERRA stand out as thought-leaders in the outdoor lifestyle space.
  - Conceptualized and executed digital marketing campaigns on social media and the web.

JUNE 2013–JULY 2018

### Designer *with* Jankedesign

- Created comprehensive and integrated brand experiences including logo and identity design, print and marketing collateral, responsive website design, and environmental graphics and wayfinding.
- Experienced leading EGD projects through all phases of design, from concept through construction documents, including working closely with architects, manufacturers, and installers.
- Created fully responsive web experiences. Developed strong fundamentals in responsive grid layouts, optimizing designs for different devices, and working closely with web developers.
- Managed multiple client accounts including projects of many different types and sizes. Experienced at communicating design concepts effectively to clients as well as other Designers and/or Art Directors.

JANUARY 2010–JUNE 2013

### Associate Designer *with* AJL Advertising Specialties

- Created designs for company promotional events, including event branding, apparel, and other branded collateral and merchandise.
- Produced artwork for screen printing, including color separations and overseeing the printing process.
- Collaborated closely with clients of all types to translate loose client briefs into original designs.

## EDUCATION

### Texas State University (2014 - 2021)

Master of Fine Arts in  
Communication Design

### Trinity University (2005 - 2009)

Bachelor of Arts in Communication  
with a Minor in Art History

## SKILLS

InDesign	Experiential Design	Responsive web design
Illustrator	After Effects	HTML/CSS
Photoshop	Premier Pro	UX/UI Prototyping
MS Office	CADTools	Sketch
ArcGIS for CC		

## ACCOLADES

- Winner of an American Graphic Design and Advertising 32 Award for The Arnold branding system.
- Winner of the Texas State MFA Showcase 2017 Concept Award for the Localore App Concept.
- Nominated for 2017 Outstanding Graduate Student (Texas State Comdes MFA).
- Winner of the 2015 Texas State University Entrepreneur's Boot Camp.

## REFERENCES

**Tricia Williamson:** CPSM, Kimley-Horn  
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