

SKILLS

- Creative Direction & Strategy
- Art Direction
- Brand Development
- Design Development
- Editorial Strategy
- Branding & Marketing
- Creative Operations Management
- Cross-Functional Collaboration
- Publication Design
- Corporate Communications
- Print & Digital
- Relationship Building
- Vendor Management
- Team Leadership & Mentoring

SOFTWARE

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe InCopy
- Adobe Acrobat
- Microsoft Office
- Sketch
- HTML
(working knowledge)
- Elementor
- WordPress

Award-winning creative leader with 20+ years of design and editorial experience in corporate communications, print and digital publications, and brand development. Strategic thinker who elevates editorial concepts and delivers best-selling designs that engage, educate, and empower audiences. Capable leader with talent for developing, mobilizing and optimizing high-performing creative teams. Excels at producing innovative design solutions for print and digital, marketing, direct mail, epub products, and website front-end development. Excellent communicator with strong relationship building and collaboration skills across sales and marketing functions. Success partnering with high-profile authors, artists, and industry thought leaders.

EXPERIENCE

SENIOR MANAGER, DESIGN 2021–Present

The Walt Disney Company, National Geographic Kids Books

DESIGN DIRECTOR, CHILDREN'S BOOKS 2015–2021

MANAGING ART DIRECTOR 2013–2015

National Geographic Partners

Manage daily operations of the design team and art direct the interior style concepts and final interiors for NG Kids books. Oversee the development of book interiors to align with NG brand standards and effectively support editorial and marketing goals. Lead weekly meetings to present and review book interiors. Create design assignments, monitor project progress, and ensure timely and budget-conscious completion. Collaborate closely with the NG Kids Art Director to support key initiatives. Partner with editorial teams to develop new book concepts. Develop guidelines and manuals to streamline efficiency and communication, and oversee quality standards for book manufacturing and printing. Hire and supervise freelance artists and designers, and provide art direction for photo shoots.

- Design covers, interiors, and marketing materials for NG Kids books, including award-recognized titles, new series, and special editions. Create unique formats including die-cut lenticulars and a pop-up book for the Apollo 11 Mission's 50th Anniversary.
- Lead and inspire a high-performing team to create dynamic and innovative interior designs, with several books recognized by notable industry awards and reviews
- Cultivate a team environment that emphasizes communication, constructive feedback, mentoring, and learning.
- Led the creative development of a new fiction imprint, including character development, branding guide, book series design, art direction for a video game and hand-lettered logo, and creation of web and podcast graphics.
- Develop design process guides, increasing team efficiency by 30% while improving onboarding of freelancers and internal communication.
- Streamline design process and reduce expenses 15-20% by limiting digital blue-line design edits.

EDUCATION

M.A., PUBLICATIONS DESIGN, University of Baltimore

B.A., ENGLISH
(with emphasis in Writing)
George Mason University

SELECT AWARDS

- Starred Reviews: Kirkus, Publishers Weekly, Booklist, School Library Review Journal
- Best Books of the Month on Amazon.com and Amazon Top Sellers
- 2016 Winner of Best Resource for Children (Elementary Grades) in the 2016 SLC/ARBA Best of Reference Awards
- 2016 ALSC Notables (Association for Library Service to Children)
- 2015 Eureka! Nonfiction Children's Book Honor Award
- 2015 ILA-CBC Children's Choices
- 2012 26th Annual New York Book Show Merit Award
- 2007-2013 American InHouse Graphic Design Awards
- 2006 Art Directors of Metropolitan DC Annual Showy

CREATIVE DIRECTOR 2012–2013

ART DIRECTOR 2003–2012

Eagle Publishing

Creative Director in charge of collateral and publications, book covers and interiors, website graphics, landing pages, direct mail, and e-mail marketing communications. Directed design development of new brand initiatives and strategies for print and digital products, including brand manuals. Managed team of graphic designers and freelance designers and photographers. Coordinated and art directed photo shoots. Set department goals, procedures, budgets, and schedules.

- Directed design and creative development of 30+ *New York Times* bestselling books for Regnery Publishing.
- Transformed department into award-winning team with proven record for meeting deadlines and budgets.
- Spearheaded creative oversight of a new history book imprint and a new children's book imprint, resulting in two children's book *New York Times* best-sellers in first year.
- Led creative brand development of new health product generating more than \$1 million in sales in first two years.
- Implemented production workflow system using InDesign and InCopy, increasing speed and efficiency by >40%.
- Led redesign of The Human Events Group brand identity system (newspaper, website, and digital e-letters).
- Led initiative to develop children's books as iPad, Nook, and Kindle epubs.
- Received several design awards for book and print projects; honored with Employee of the Year award in 2010.

ART DIRECTOR 2000–2003

Cato Institute

Managed daily operations of Art department and supervised internal art team. Directed development and design of all print projects. Ensured efficient production schedules for all art produced. Created identities for nationally distributed books, catalogs, annual reports, publications, brochures, direct mail, print and digital advertisements, and logos.

- Restructured internal art department into respected and high-performing division supporting 80 personnel.
- Designed 25th anniversary gala collateral which were honored with a 2002 Premiere Print Award.
- Transformed conference and event marketing flyers into high-impact brochures that boosted event attendance.
- Cultivated strong working relationships with vendors and negotiated cost savings on print and mail ventures.

... MORE EXPERIENCE

ART DIRECTOR National Association of Real Estate Investment Trusts

ART DIRECTOR & GRAPHIC DESIGNER Blue House Publishing

ART DIRECTOR, ASSOCIATE EDITOR &

PRODUCTION MANAGER America's Community Bankers

PRODUCTION EDITOR Community Associations Institute