

EXPERIENCE

Atomicdust

Senior Designer (2021-Present)

As an integral part of Atomicdust's foundation team, I craft intentional visual brand experiences and strategy-based design solutions that clients can rally behind and that resonate with their audiences. I prioritize storytelling and use process-driven curiosity to ensure my decisions are grounded in strategy, design thinking, and research to solve business challenges.

I guide clients across a wide variety of industries through the creative process and I embrace a comprehensive approach to branding and design that allows me to bring a thorough understanding of brand identity to my work.

Lawrence Group

Director of Graphic Design | Senior Associate (2016-2021)

Art Director | Associate (2009-2016)

Graphic Designer (2007-2009)

Working as part of a multi-disciplinary design collaborative, I thoughtfully integrated graphic design into the built environment, creating spaces that connected people with places. I utilized the power of graphic design across all Lawrence Group market types, creating memorable & meaningful environments that were firmly based in my client's brand strategy and I ensured that my projects met all milestones, deadlines and budgetary requirements.

Additionally, I worked closely with senior leadership to implement Lawrence Group's brand strategy and manage brand continuity. I also provided design leadership to LG's marketing department in the creation of collateral that was focused on B2B digital and print marketing campaigns and business development initiatives.

Select Achievements:

- Provided creative leadership and created the visual identity & environmental graphics for City Foundry STL, the \$230 million adaptive reuse of the Federal-Mogul Complex in St. Louis.
- Provided brand and design leadership resulting in the successful delivery of Lawrence Group's 2019 visual rebrand.
- Successfully provide graphic design and thought leadership for Lawrence Group's business development pursuits, proposals and interviews resulting in numerous projects won.

Gundaker Commercial (Formerly Grubb & Ellis)

Graphic Designer (2004-2007)

Cushman & Wakefield (Formerly Colliers Turley Martin Tucker)

Graphic Designer (2001-2004)

SKILLS

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, XD, etc.)
- Print/Digital/Environments/Signage
- Visual Communications
- Messaging & Branding Consistency
- Brand Creation & Reinvention
- Typography
- Pre-Press & Printing Processes
- Project/Time Management
- Staff & Vendor Relations
- Knowledge of HTML & CSS
- Familiar with Adobe Premiere Pro and Adobe After Effects
- Figma
- Wordpress

EDUCATION

St. Charles Community College
Associate Degree in Liberal Arts

Missouri State University
Concentration in Art and Design

PHOTOGRAPHY

St. Louis Seen & Unseen: A St. Louis Illustrated Book
By Michael Kilfoy

The City at 250: A Celebration of St. Louis in Photographs
The Sheldon Art Galleries

PORTFOLIO

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