

Hello!

I am an art director and graphic designer looking for full-time work or freelance projects. My experience favors consumer product and retail packaging design, community development, editorial, and brand development though I am a creative and innovative problem solver who is comfortable with any design challenge.

In my role at Wizards of the Coast and in design studios around the Pacific Northwest, as well as charitable work with non-profit organizations, I am often tasked with expressing complicated concepts through illustration and design. It is work I love to do.

My many years of experience as a visual communicator has provided me with proficiency in the following disciplines and products:

- **Rulebook & manual design**
- **Marketing collateral**
- **Web site & software architecture & design (UX and UI)**
- **Editorial art direction & design**
- **Signage & wayfinding**
- **Technical illustration**
- **Logo & icon development**
- **Powerpoint and presenting to large audiences**
- **Packaging & POP display development**
- **Product design for overseas production (plastics)**
- **Art commissioning & design direction (leading design teams)**
- **Style guide & Graphic standards creation & management**

I'd love to discuss the possibilities with you further. Contact me anytime!

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ART DIRECTOR

I am an art director with more than 20 years experience in the graphic arts. I specialize in product and brand development with a history in toy and game design and editorial direction. I am highly skilled in Adobe Photoshop, Illustrator and InDesign and have experience in web development and UI design.

PROFESSIONAL HISTORY

WIZARDS OF THE COAST (HASBRO)

1998–2008 • Senior Art Director, UI Designer

(425) 226-6500 • 1600 Lind Ave. SW, Renton WA 98057

Wizards of the Coast is a developer and publisher of mass-market and hobby strategy games. As Senior Art Director I worked within Research & Development to identify new business opportunities and present product concepts to executive group or focus group testing. Extensively involved in retail product, magazine, software, and book publishing as a visual lead.

Responsibilities: Visual direction and time/cost estimates, print production, graphic design, property development, art direction and technical illustration. Define tone and design guidelines for design staff while complying with budget and schedule requirements. Create brand style guides. Seek and recruit new creative talent. Create materials for and stage photography shoots and focus group materials.

Projects: Periodicals, boardgame and plastic game ensembles (product concept-to-shelf visual direction), licensed and in-house print games, book-format games (e.g., Dungeons & Dragons), and user interface and usability direction for consumer software.

THE LEONHARDT GROUP

1997-98 • Production Designer

(206) 624-0551 • 1218 3rd Ave. Suite 620, Seattle WA 98101

The Leonhardt Group is an award-winning design and production studio in Seattle. As production designer I worked closely with staff art directors to develop design and create print-ready files.

Responsibilities: Perform print production design and create presentation materials.

Projects: Annual reports, packaging, retail displays and catalogs for a variety of clients including Grants Beer, Microsoft, and Fisher Broadcasting.

LANDOR ASSOCIATES

1995–97 • Production Designer

(206) 505-7500 • 1301 5th Ave. Suite 1600, Seattle WA 98101

Landor Associates is a national branding, design, and production studio.

Responsibilities: Print production design and comp illustration for consumer packaging and product.

Projects: Packaging and component production for Microsoft consumer retail products and other consumer merchandise.

SEATTLE FILMWORKS

1988–95 • Graphic Designer

(206) 281-1394 • 1260 16th Ave., Seattle WA 98119

Seattle FilmWorks is a direct-mail marketing company specializing in photo-related products.

Responsibilities: Photo direction, graphic design, concept illustration, technical illustration, digital and traditional paste-up.

Projects: Annual reports, direct-mail ensembles, packaging, signage, point-of-purchase displays, logo development, and catalogs.

ORGANIZATIONS

Founding member, Executive Director,

Skaters for Public Skateparks, 2004—present

Pierce County Parks Citizen's Advisory Board, 2007—present

Tacoma MetroParks Stewardship Volunteer Program, 2006—present

Washington Recreation & Parks Association Member, 2006—present

National Recreation & Parks Association Member, 2004—present

EDUCATION

Evergreen State College 1985-6 History and arts curriculum

Seattle Central Community College 1986-7 Graphic Arts program

REFERENCES

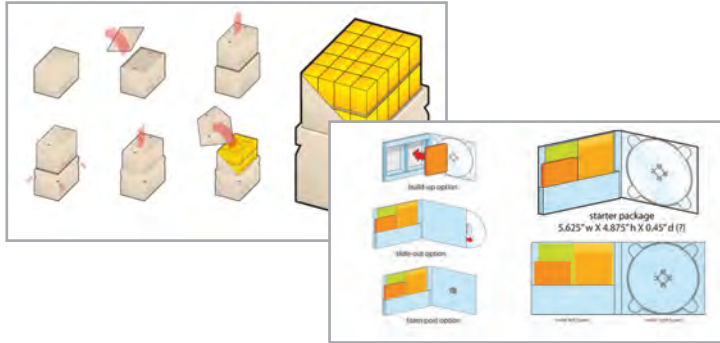
Great references available upon request.

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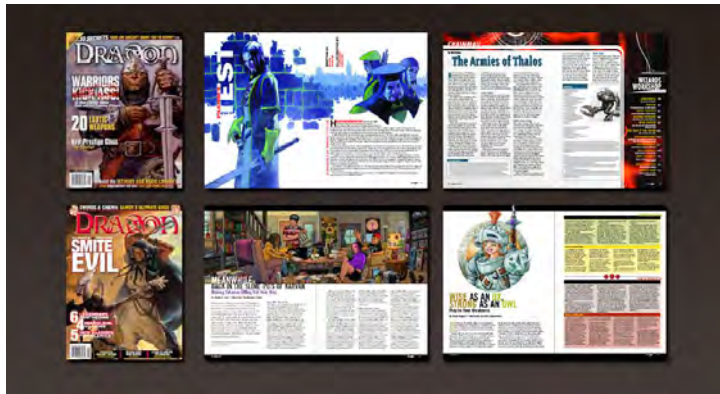
Merchandising POP Displays Concept Illustration

I am an energetic contributor of creative concepts, like this countertop display for retail environments.



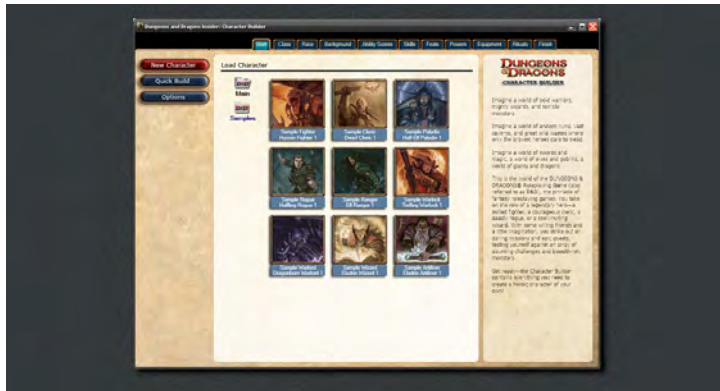
Magazine Art Direction Editorial Design Art Commissioning Pagination

Several years of magazine experience has provided an excellent understanding of how to create compelling, information-rich editorial treatments.



User Experience Interface Design

My experience in editorial and information design lends itself easily to user interfaces, whether it's architecture and flow or creating wireframes and specific assets.



Consumer Packaging

Production design for Microsoft Games and Microsoft Press provides special respect for brand expression.



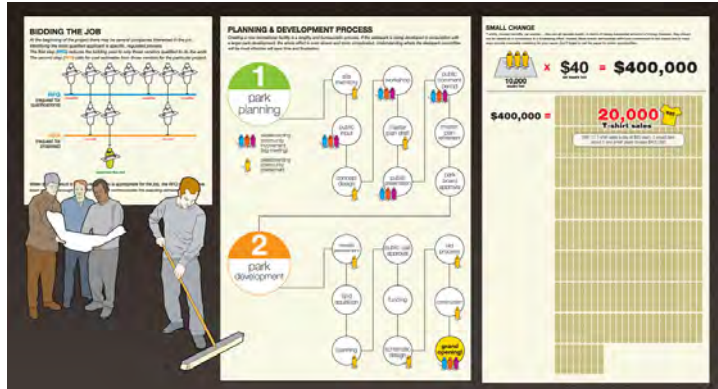
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Brand Development Information Graphics

Establishing a cohesive look-and-feel for the project requires that the subject is fully understood. I like this aspect of graphic design best.



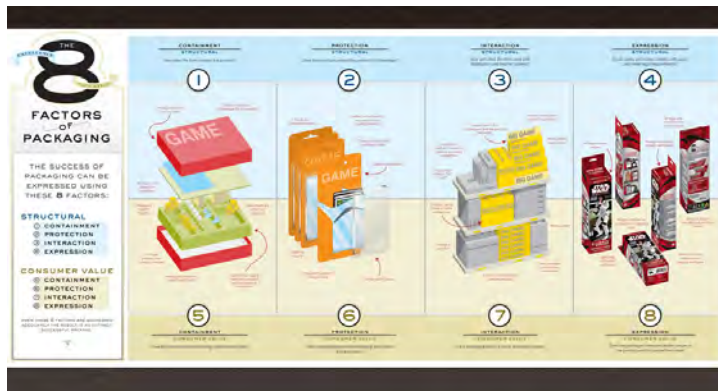
Art Direction Game Design (graphic) Prototyping Packaging

Developing themes and expressing a visual system of game mechanics is a wonderful challenge when developing board games.



Educational Graphics Writing

This large poster was created to help departmental managers understand the important roles that packaging plays in the product spectrum.



Wayfinding Site Graphics

Helping people make their way is a great application of design, whether it's a system of rules and policies or a physical space.

