



Award-winning creative leader with over 15 years of experience bridging the gap between strategic brand development, digital innovation, and multimedia production. Adept at managing high-stakes projects from concept to completion while leveraging modern, AI-driven tools to accelerate platform development and generate dynamic media. Recognized for blending artistic excellence with cutting-edge technical proficiency to drive brand engagement and commercial success.

## PROFESSIONAL EXPERIENCE

**Evansville Christian High School** Evansville, IN **2025 - Current**  
*Computer Science & Media Educator*

- **Instructed and mentored** students across multiple technical disciplines, including computer science, broadcast/video production, and yearbook publication.
- **Directed** student teams in the end-to-end production of multimedia broadcasts, teaching real-world video and audio editing skills.
- **Managed** the conceptualization, layout design, and final publication of the annual school yearbook, acting as both project manager and creative director for the student staff.

**Berry Global, Inc** Evansville, IN **2015 - 2024**  
*Senior Graphic Designer*

- **Drove** the creative execution for the company's overarching visual identity, heavily influencing brand strategy across an extensive portfolio of established and emerging brands.
- **Designed** and produced comprehensive reports, diverse marketing materials, and high-impact presentations to equip and support global sales teams.
- **Conceptualized** large-scale environmental branding, including the design and execution of trade show booths (resulting in a 2022 Silver ADDY award for the Pack Expo Booth).
- **Collaborated** cross-functionally across departments, leveraging expertise in the Adobe Creative Suite to maintain high design standards in a fast-paced environment.

**10over12 Creative** Evansville, IN **2010 - 2014**  
*Art Director*

- **Directed the development** and execution of innovative, multi-channel advertising campaigns from initial concept through final production.
- **Partnered** closely with account executives and copywriters to ensure cohesive messaging and translate client objectives into compelling visual solutions.
- **Contributed** to high-level strategic planning and brainstorming sessions to drive both creative excellence and commercial success for clients.

**Keller Crescent Advertising** Evansville, IN **2008 - 2010**  
*Digital Designer*

- **Built and launched** multiple websites as the agency's primary web developer before transitioning into a collaborative art direction role.
- **Developed** winning conceptual work for both national and local clients, demonstrating versatility across web development and traditional creative design.



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## EDUCATION

*Bachelor of Science in Interdisciplinary Studies*  
Liberty University, Lynchburg, VA

2020

*AA in Visual Communications (Graphic Design)*  
*AA in Visual Communications (Web Design)*  
Ivy Tech State College, Evansville, IN

2008

## TECHNICAL PROFICIENCY

### Design & Art Direction

Art Direction & Brand Strategy  
Campaign Ideation & Innovation  
Package Design & Production Art  
Logo & Identity Design  
Editorial & Layout Design  
Presentation Design

### Broadcast Production & Direction

Video & Audio Editing  
Multimedia Storytelling  
Generative AI Tools & Prompting

### Leadership & Management

Cross-Functional Team Leadership  
Project Management (Concept to Completion)  
Mentorship & Instruction  
Client Relations & Pitching

## AWARDS

### American Advertising Federation

**2019 Silver ADDY** Airport Business Lounge  
**2018 Silver ADDY** Premium Jars Sales Kit  
**2024 Silver ADDY** "Do Better. Dose Better" Campaign  
**2022 Silver ADDY** Berry Global Pack Expo Booth

### Digital, Web, & Interactive

Website Design & Front-End Development  
UI/UX Design & App Development  
Web Advertising & Email Marketing Campaigns  
Content Management Systems (CMS)  
Multimedia & Broadcast

### Software & Tools

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro)  
Figma / UI Prototyping Tools  
HTML / CSS / Swift

## RECENT PERSONAL PROJECTS



[biblewarden.com](http://biblewarden.com)

**Bible Warden** (iOS App):  
Designed and developed a gamified mobile reading app, utilizing Swift, UI/UX design, and interactive engagement strategies.



[newswarden.com](http://newswarden.com)

**News Warden** (Web Platform):  
Built a custom news aggregator website, highlighting clean front-end web development and streamlined content architecture.



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