



## SKILLS

Design and editorial professional who successfully blends creativity, visual concepts and the written word. Broad experience in all aspects of design, from corporate identity to packaging, to websites and signage, and extensive editorial and copywriting background.

## EXPERIENCE

**Freelance art director / designer**

[ 06.01–present ]

*gaiacreative, Durango and Louisville, CO*

- Chosen out of 10,000+ entrants to receive American Graphic Design Award 2008 *for invitation package.*
- One of four designers chosen to rebrand and design Yogi Tea's packaging in 2006 – *Sterling Rice Group.*
- Designed/managed all print, web and signage materials for last 7 years of summer festival – *Aspen Writers' Foundation.*
- Marketing concepts, copywriting and design for national ad and recruitment campaigns including Farmers Insurance – *Bayard Advertising Agency.*
- Design for numerous private and non-profit companies, including internationally-renowned yoga instructor *Shiva Rea, Durango Discovery Museum, Crested Butte Music Festival, Aspen Music Festival, Aspen Film, Durango Arts Center, emagineGreen, lobotoME.*

**Designer**

[ 07.00–06.01 ]

*Words Pictures Colours Graphic Design, Basalt, CO*

- Identity, print, web and signage design for numerous private companies and non-profit organizations.
- Copywriter for advertising and marketing campaigns.

**Freelance magazine writer**

[ 01.98–01.02 ]

- Natural health, fitness and food writer for *Herbs For Health* and *Cooking Light* magazines.

**Junior designer**

[ 11.99–07.00 ]

*Sharon Wells Design Group, Aspen, CO*

- Specialized in corporate identity design; assisted senior designer in all aspects of small design firm.

**Editorial assistant**

[ 1.98–8.98 ]

*Herbs For Health and The Herb Companion magazines (Interweave Press), Loveland, CO*

- Wore many hats as a writer, copy editor, photo shoot assistant, fact checker and researcher

## EDUCATION

Bachelor of Arts in Journalism and Technical Communications

News Editorial concentration

Minors in graphic design and French

Cum Laude honors ▪ Colorado State University ▪ Fort Collins, Colorado

Extensive experience with Mac OSX and all Adobe CS3 software.

## REFERENCES

Available upon request.