

Career Summary

Award-winning Design Director with a strong background in management, branding, marketing, digital and publication design. Superior creative powers, passion for great design, and proven track record of finding the solutions necessary to make the big idea a reality. Expert in the most recent design software.

Professional Experience

2014 to present

Design Director, IBM Design Thinking Leader

IBMiX, *the interactive agency of IBM*

- Lead client workshops and projects using IBM Design Thinking with the objective of transforming customer and employee experiences
- Regularly lead internal training workshops to develop IBM Design Thinking talent across the company
- Direct the editorial and design perspective on Expert Seller, an enterprise content app developed in partnership with Apple
- Manage and mentor the content and design team for Expert Seller and the Chicago-based User Experience Design team
- Lead content strategy and training workshops for client implementations of Expert Seller

2006 to 2013

Art Director, UX Design and Brand Consulting

IBM Interactive, *the interactive agency of IBM*

- Led visual design and branding efforts from concept to launch, including the creation of a social computing website for an international museum, a touch screen and kiosk application for a major North American retailer, and a Second Life island for an international insurance company
- Developed user experience strategy and messaging for proposals and client presentations

Received the "IBM Service Excellence" award, an annual award recognizing dedication to client success

Clients include Apple, State Farm, Sterling Jewelers, Smithsonian, The State Hermitage Museum, The Palace Museum and Forbidden City, Walgreens, Aviva, Starkist and Hudson's Bay Company

1997 to 2005

Creative Services Director

Tribune Media Services, *the syndication and licensing division of Tribune Company*

- Managed the recruiting, supervision and mentoring of the creative team, resulting in one of the highest employee retention rates in the company
- Oversaw the planning, budgeting and quality control of 300 unique projects a year, ranging from brand development, direct mail and print collateral to website development
- Provided clear and inspirational design direction throughout all steps required in the creative process

- Led product development design efforts from concept to launch, including the creation of a business-to-business news content service, a national entertainment magazine and a regional lifestyle magazine geared toward the Boomer market
- Built strong relationships with Tribune Company's top syndicated talent, including Garrison Keillor, Dave Barry, Lou Dobbs, Amy Dickinson and Carl Hiaasen
- Managed all aspects of department's Macintosh environment, including hardware, software, training, interface with IT and troubleshooting of technical issues

Received the "Leadership" award, Tribune's highest management award

Creative team received multiple Graphic Design USA awards annually

Clients included a diverse range of Tribune brands: Brenda Starr, Dick Tracy, Knight Ridder/Tribune, Little Orphan Annie, NewsCom.com, Satisfaction magazine, Tribune Entertainment products and TV Week magazine

1992 to 1996

Executive Art Director

General Learning Communications, *a custom health and education publisher*

- Responsible for the design direction of various magazines and newsletters with national circulation
- Hired, trained and managed all full-time art directors and freelance staff
- Determined and managed publication budget
- Hired all freelance photographers and illustrators

Clients included Amoco Corporation, Blue Cross Blue Shield corporate, Channel 11/WTTW, DuPont, Duracell International, General Motors, John Deere Healthcare, Kmart, Sierra Health Systems, the U.S. Department of Energy and Weekly Reader

Education

University of Kansas, Lawrence, Kansas

Bachelor of Fine Arts in Graphic Design with an emphasis in editorial design

Syracuse University, Florence, Italy

Semester abroad program; studied painting restoration, Renaissance art history and Italian language