

introduction

I am a creative director and creative team manager with more than fifteen years experience in visual design – traditional and interactive. I have worked effectively with both product teams and marketing teams during this time.

I am a results driven manager, whose personality is such that I can ensure projects are delivered on time without stressing or over-burdening my team.

I believe communication and collaboration are the keys to a successful creative team and have consistently been regarded by staff, peers, and executive management as a strong colleague, motivator, and mentor.

In addition to the leadership skills above, I have hands-on experience in visual design systems, environmental graphic design, audio/video production, and photography. Drawing on this experience brings a truly multi-media approach to every project I work on. I firmly believe that real design thinking does not rely on any one medium, method, or mode. Instead, it draws from other disciplines and experiences to give the day-to-day projects more depth and to make “the next Big Idea” even bigger.

experience

Visual Design Consultant

Current

Cisco Security - conceptual design, visual design, audio/video production

Cisco Cloud - presentation design, graphic design

Autodesk - presentation design, graphic design

Pandora - digital signage design

Supplies on the Fly (a Sysco Company) - UX/UI design

WitFoo, Inc. - Creative Director

April - December, 2017

I was responsible for all creative for WitFoo. I provided visual design for marketing and art direction to the product design team (UX).

In just a few months, I created a unique corporate identity, redesigned the company website, produced and edited numerous training and demo videos, and provided marketing support for social media campaigns, investor/sales presentations, conference appearances, and product release materials.

Cisco Security (former Lancope) - Creative Team Lead

2012 - 2017

After several successful years with the product UX/UI team, I was asked to join the marketing department. There, I directed a small team of designers and contractors providing creative for events, field marketing, sales, and professional services.

It was also during this time that Lancope was acquired by Cisco Systems, where my team and I were highly sought after for the creativity, outstanding quality, and timeliness of our work.

IBM Internet Security Systems - Sr. Visual Designer

2009 - 2012

In 2004, I was one of the original members of the user experience team at Internet Security Systems (now IBM). During this time, I developed an elevated visual style for the ten year old company and helped bring design thinking to the various engineers I collaborated with - many of whom I still work with today.

In 2009, after a few years with an Atlanta marketing and advertising agency, my former directors asked me to return to IBM to help further develop the UX design effort. There, I had a wide reaching impact – working with ISS, Tivoli, WebSeal, and other IBM product teams, both international and domestic.

Tailfin Marketing - Associate Creative Director

2007-2009

At Tailfin, I led a team of 5 key design staff and a varying number of contractors. Projects ranged from traditional advertising, interactive media, public relations, graphic design, and marketing strategy. My “get things done” attitude and my collaborative, mentoring personality earned me the nickname “Uncle B” from the designers I worked with on a daily basis and the account managers who relied on me for conceptual and strategic guidance and execution.

Also during this time, I was contracted by Philips to help with the redesign of their corporate eStore and several product launches, making Tailfin a named strategic partner of Philips Design.



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creative director | manager

personal skills

- **Highly creative**
strategic concept and design
- **Seasoned Art Director**
from client, to staff, to production
- **Excellent communicator**
with staff, peers, and executives
- **Valued mentor**
collaborative and motivating
- **Effective project manager**
prepared and timely

technical skills

Photoshop	_____
Illustrator	_____
InDesign	_____
PowerPoint	_____
Premiere Pro	_____
AfterEffects	_____
Web CMS*	_____

interests

- Family and friends
- Food and cooking
- Music and movies
- Making and building**
- Comics and animation
- Science and art

education

University of South Carolina Bachelor of Media Arts - 1995

Coursework - film/video production and editing, audio engineering, computer graphics, and animation

Savannah College of Art and Design 1990 - 1991

Coursework - graphic design, art theory, and video production

references

Fred Ritch

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*basic editing and manipulation skills in Drupal, WordPress, and Concrete5. Learning more about content creation and design.

** 3D printers, electronics, chip computers, and cosplay props for my kids.