

PROFESSIONAL SUMMARY: 19 Total Years of Experience; 9 1/2 years DOD Experience, 5 1/2 years THAAD Support; 3 years IBCS System Support; 4 years Manufacturing & Marketing Support.

MAJOR ACCOMPLISHMENTS:

- **Creative Leadership:** Directed a design team that helped generate **\$100M+ in annual revenue** through strategic branding and UX at Duke Corporation. Led national branding efforts for top-tier clients.
- **Defense Industry Impact:** Produced **mission-critical visuals, documentation, and UI** for systems like **TADSS, THAAD, and IBCS**, supporting DoD programs with global soldier impact.
- **Technical Expertise:** Expert in Adobe Suite, Unreal Engine, Substance Painter, and Reality Capture. Created OVIs, SVIs, and engineering visuals for **MDA, Army Operational Test Command, Army test centers, SMDC, TSMO, Congressional Meetings, and white papers.**
- **Product & Project Owner:** **Certified Product Owner** with extensive experience in JIRA, Agile workflows, and cross-functional team leadership.
- **Multidisciplinary Creator:** Photographer, designer, videographer, and technical writer with a strong foundation in both creative and analytical fields (BFA in Graphic Design, AS in Law/Pre-Law).
- **Community Involvement:** Treasurer for **Trideum Foundation** and Creative Director for **Grounds For Hope**, contributing to meaningful non-profit initiatives.
- Work can be found within **+50 nationally recognized & distributed magazines**
- **Graduated Cum Laude**
- **Nine accepted entries** in juried exhibitions
- Inducted into **Delta Epsilon Iota Academic Honor Society**
- **Achieved Dean's List**
- Inducted into **Tau Sigma National Honor Society**

EDUCATION:

- Auburn University, Bachelor of Fine Arts, Graphic Design, 2013
- Calhoun College, Associates of Science, Law/Pre-Law, 2009

Certifications/Associations:

- Certified Product Owner, **2021**
- Trideum Foundation, **Treasurer – 2022 - Present**
- Grounds For Hope, **Creative Director – 2022 - Present**

SKILLS: (1) JIRA/Project Planning, (2) Adobe InDesign/Product Assessment & Development, (3) Adobe Illustrator/Illustrations, (4) Adobe Photoshop/Graphics, (5) UI Design, (6) Microsoft Word/Technical Writing, (7) Premiere Pro/Video Production, (8) Adobe Audition/Video Production & Sound Recording, (9) Sony A7SII/Photography & Video Production, (10) Adobe Photoshop/Photography, (11) Adobe InDesign/Brand Development, (12) Unreal Engine/UI Development, (13) Adobe InDesign/Print Media, (14) Excel/Project Planning, (15) Knowledge of 3DS Max, (16) Substance Painter/Asset Texturing, (17) Reality Capture/Photogrammetry

SECURITY CLEARANCE: TS SCI

WORK EXPERIENCE SUMMARY:

Graphic Designer/Technical Writer, Trideum Corporation, Huntsville, AL, Sept 2022 - Present.

Directly supporting customer efforts from technical graphic charts, processes, mechanical drawings, and technical writing. Summarize complex engineering white papers to illustrate technical strategic operations and testing environments to support congressional, general officer, white papers, OV1s, SV1s, fill in any necessary gaps, and other specific efforts. In specifics, developed several OV1s for various airframe-related systems and test environments related to U.S. Army Test and Evaluation Command (ATEC), Army Operational Test Command (OTC), U.S. Army Redstone Test Center (RTC), and various tasks for Army Threat Systems Management Office (TSMO). Act as support in a similar capacity for business development efforts and proposals, and fill in support gaps wherever needed.

Art Producer & Multimedia Programmer III, Torch Technologies, HSV, AL, May 2017 – Sept 2022.

With over 5 years of extensive experience in supporting the development, design, production, and fielding of products for Department of Defense (DOD) customers, I have gained exceptional knowledge as an Art Producer & Multimedia Programmer with outstanding, motivated, and accomplished leadership and managerial skills. Additionally, spent 4 previous years supporting commercial customers. As an art producer and assistant product owner, I develop user stories (or tasks) for team members to execute, design & develop multi-platform software user manuals (digital and print) for end-users, photograph and record components needed for asset creation, and assist in team planning procedures. I utilize psychology to improve and influence the way we design for human interaction through asset design, usability, user experience, and understanding. My team and I were responsible for the production of devices with an international impact that impact soldiers around the globe. In additional specifics, developed Software User Manuals, User Interfaces, technical drawings, and documents for Training Aids, Devices, Simulators, Simulations (TADSS), Terminal High Altitude Area Defense (THAAD), and Integrated Air and Missile Defense Battle Command System (IBCS);

My responsibilities included:

- Creating user stories/tasks for the team to perform
- Reverse engineer components and create technical documents and drawings that illustrate their functionality
- Creating a deliverable Software User Manual for our product
- Ensure the team has the information needed to maintain progress on tasks
- Assist in task grooming and planning

Creative Director, Duke Corporation of America, Auburn, AL, May 2014 – May 2017.

As the Creative Director, I assembled and led my design team in the production of homogeneous design content and development in multi, social, digital, UX/UI, web & print media. My team and I were responsible for consecutively driving revenue growth for online channels generating over \$100M yearly, from 2014 - 2017.

My responsibilities included:

- Coordinate/innovate design timelines and marketing/branding strategies
- Provide support, product development, and brand protection/quality control over concepts and projects.
- Convey client's needs to my team
- Decide and direct all visual production such as art, photographs, illustrations, etc.

- Coordinate all work between artists and departments
- Make presentations to executives and/or clients
- Implement design restrictions to ensure product success
- Photograph, process, and manage product and event imagery for marketing, website, and social media
- Contract and coordinate with printers, manufacturers, media, and other domestic vendors.
- Utilize analytics to make marketing assessments and direct new ad campaigns
- Manage National Clientele: Mile High Shooting Accessories, Bravo Company MFG. Inc., Wilson Combat, du Pont/Kreighoff, ATACS Camo, etc...

Lead Designer, Duke Corporation of America, Auburn, AL, May 2013 – May 2014.

I routinely developed client and vendor relations and negotiations while building and maintaining “win-win” partnerships. I passionately created many innovative products and designs while performing in deadline-driven environments with an emphasis on working within budget requirements.

My responsibilities included:

- Utilize the latest in design and digital software
- Monitor user experience and testing to guarantee sales success
- Provide continual feedback to team during production process
- Ensure that deadlines are being met and the work is within the client's specifications
- Create new and original designs from scratch for brands based on client specifications, needs, and brand image
- Supervise projects to ensure that all materials ordered arrive upon agreed time and are in good shape to obtain maximum results
- Make sure that job deadlines are met in due time, ensuring that job quality is nothing short of the best
- Create and maintain files for all creative assets and resources, such as software, art materials, and special fonts, which are needed for record-keeping and referencing
- Evaluate and manage production resources to enhance high productivity and allocations
- Facilitate product campaigns and marketing via emails, microsites, and other landing pages to boost client-to-customer interactions

Photographer, Owner/Operator, Huntsville, AL, Jan 2008 – Present

My responsibilities included:

- Select and assemble proper equipment, and choose settings and props based on client's wishes and theme of the photo shoot.
- Properly light subjects using artificial or natural lighting and using flashes and reflectors where necessary.
- Determine desired images and compositions and choose equipment, props, settings and lighting to achieve desired results.
- Retouch, resize and enhance images as needed using Photoshop or other photography software.

Freelance Designer, Owner/Operator, Huntsville, AL, Jan 2006 – Present

My responsibilities included:

- Conceptualized new designs for marketing material and ads
- Service a variety of businesses with various graphic designs from business cards to stationery
- Design company logos and brand strategies while collaborating with clients to determine their visual needs
- Utilize Adobe Creative Suite, Photoshop and illustrator to deliver high-quality work on tight schedules
- Utilize analytics to make marketing assessments and direct new campaigns
- Sourcing, compositing, and retouching images for print and web
- Design, build, and maintain websites
- Utilize Adobe Creative Suite to create illustrations
- Produce detailed visuals and illustrations while creating designs specific to client requests and desires
- Commonly provide hand-drawn illustrations before using Photoshop to manipulate and enhance

HUMANITARIAN EXPERIENCE SUMMARY:**Creative Director, Grounds for Hope, Huntsville, AL, October 2022 – Present**

As Creative Director and active Board Member of the Grounds for Hope, I lead the full spectrum of creative strategy and execution across web design, branding, and multimedia marketing. I spearhead promotional campaigns for our concert series, overseeing the development of advertising materials for radio, video, and print while ensuring projects are delivered on time and within budget. Working directly with the organization's president and founder, I play a key role in operational support by maintaining executive scheduling and alignment with creative milestones. I conceptualize and produce video content, including promotional and lyric videos, as well as script and direct interview segments. Additionally, I lead the visual direction for concert event display imagery, shaping the audience experience through cohesive storytelling and visual branding. My leadership ensured a consistent, high-quality creative output that amplified the mission and reach of our non-profit initiatives.

Treasurer, Trideum Foundation, Huntsville, AL, October 2022 – Present

As Treasurer and active Board Member of the Trideum Foundation, I manage financial oversight and strategic planning to support the foundation's mission of community engagement and charitable outreach. I am responsible for budgeting, financial reporting, and ensuring fiscal accountability in alignment with nonprofit compliance standards. In this leadership role, I collaborate with fellow board members to guide program development, evaluate funding initiatives, and shape long-term organizational goals. My contributions also include supporting marketing and creative strategy efforts, strengthening the foundation's visibility and impact through effective communication and outreach.