



## work experience

10\_06 - now The Europa Company/Karhu North America, beverly, ma

### senior designer/creative director

Led creative component of brand experience for both Craft, a Swedish athletic apparel brand, and Karhu, a nearly century-old Finnish athletic brand, including guided positioning, strategic planning, and creative development to generate increased awareness and profitability.

Orchestrated a complete overhaul of the Craft brand with new catalogs, brochures, websites, trade show graphics, in-store POP, and print and online advertising. Conceptualized online marketing strategies for the printed catalog, determined improvements to printing methods, and managed all aspects of photo shoots.

Collaborated on a complete rebranding of the Karhu brand after it was acquired. Worked with product design team on new products and international vendors with licensed products to ensure all elements adhered to the new brand standards.

08\_99 - 10\_06 Dickinson Associates, boston, ma

### designer

Created fresh and innovative print, web, and interactive materials for a diverse range of clients, including RSA Security, Concerto Software, Berklee College of Music, Zildjian, and Discovery Channel. Responsibilities included concept development, all aspects of design and production, managing client and vendor relationships, and overseeing interns and junior staff.

01\_98 - 07\_99 Hatmaker, watertown, ma

### designer

Developed print, on-air, and web graphics for HBO, Cinemax, Nickelodeon, and other entertainment companies. Print work included logos, trade ads, cd packaging, and identity development. On-air design experience included IDs, menus, and next-ons. Responsible for all aspects of design, concept development, and storyboarding.

## freelance experience

06\_09 D2D Fund  
designed annual report and email campaign for a non-profit organization

05\_09 SRAM Neutral Race Support  
designed and developed content-managed website for SRAM neutral race support

10\_07 Royal Robbins  
developed branding system for an outdoor company for both print and online

03\_07 Fuelbelt  
redesigned and developed e-commerce website for endurance sports products

01\_07 Pepper's  
designed and developed an e-commerce website for performance eyewear company

### application skills

Adobe CS Suite, Microsoft Office, HTML, CSS, Blog Development, Email Campaigns

### industry expertise

Sports, Outdoors, Technology, Education, Non-Profit, Entertainment, and Consumer

### education

- 03\_04 massart – boston, ma  
flash workshop
- 12\_97 savannah college of art and design – savannah, ga  
BA in fine arts
- 05\_94 hillsborough community college – tampa, fl  
associate's degree in fine arts

### design awards and recognition

- 98-01 broadcast design award  
four-time winner, presented by promax/broadcast design association
- 94 marian edna effing scholarship  
\$10,000 scholarship awarded to a student showing promise in the field of graphic design

### other awards and affiliations

- 06-07 2 - time finisher Quelle Challenge Roth, Germany, a full ironman-distance triathlon
- 05&09 winner, relay team division, mooseman half-ironman & olympic distance relay race, bristol, nh
- 11\_04 winner, relay team division, usa triathlon long course national championship, clermont, fl
- 85-09 member, united states cycling federation, category 2