

Professional Summary

Graphic designer experienced in branding, market positioning and environmental graphics with keen eye for detail, passion for discovery, penchant for typography and love for the art of design. Dedicated, driven, self-motivated and enthusiastic about challenges.

In-House RE/MAX International, Inc. 2002 – 2009

RE/MAX Commercial

- Sharpened brokers' competitive edge by renovating RE/MAX Commercial image
- Conceptualized long-term brand position and strategy with VP and Commercial team
- Achieved 100% sell-out of inaugural Commercial real estate symposium through coordination and creation of integral marketing materials and promotions

The RE/MAX Collection

- Piloted successful relaunch of RE/MAX into luxury market by revitalizing brand through identification of key brand elements
- Advanced high-end associates' confidence and effectiveness through bold re-engineering of visual identity system (yard sign, logo, advertising and collateral marketing material)

International Conventions & Conferences

- Contributed strategic thinking and designs to foster strong team dynamic
- Reinforced theme across small and large media: direct-mail, principal brochures, signs, pocket guides, registration forms, banners, booths and event programs
- Guided new designers through challenging and fast on-boarding process

Broker Recruiting Kit

- Raised Broker/Owner participation and prospective franchisee attendance in 50-city tour by orchestrating look and feel for poster, binder, box design, DVD/CD artwork, calendars, postcards, multiple brochures and master leadership manual
- Art directed additional designer securing on-time delivery of multiple projects

Corporate Report

- Increased associate retention by translating heavy statistical data into effective visual communication depicting success of 100,000+ RE/MAX associates globally
- Devised consolidated pinpoint world location map of RE/MAX territories and associate growth poster charting 31 years of continuous growth

LeRoy Neiman: on Safari Exhibit

- Coordinated design initiatives with Mr. Neiman and The Wildlife Experience Museum
- Established cohesive appearance of design & marketing initiatives for unique exhibit of Mr. Neiman's safari work. Influenced gallery layout and developed resale catalog, exhibit panels, collateral advertising and press kit

The Wildlife Experience Museum

- Ensured successful Grand Opening by expediting completion of main gallery exhibit graphics in 3-week timeframe
- Shaped user experience via environmental graphics, including wayfinding, large-format, gallery and artist exhibit panels

Past Employment

T&R Graphic Imaging, 2001-2002
2535 17th, Denver, CO 80211
303.458.0626

Twenty-Twenty Design, 2000-2001
190 S Pennsylvania St, Denver, CO 80209
303.744.7001

Selected Highlights

- Proposed and secured successful transition from Quark to InDesign. Saved over 50% via cost analysis assessment. Secured conversion solution and customized training for design team.
- Interviewed and evaluated design applicants, provided feedback to Director of Corporate Image
- Initiated and built centralized digital asset management for font and stock photo libraries

Awards and Recognition

- Hermes Platinum Award
The RE/MAX Collection Brochure
- GD USA In-House Award
The RE/MAX Collection Brochure
- MarCom Gold Winner
Renowned Properties Marketing Kit
- GD USA In-House Award
RE/MAX International Corporate Report
- Two-Time RE/MAX Bravo Award Winner

Skills

- CS3 Adobe suite
- Flash
- Dreamweaver
- QuarkXPress
- Microsoft Office suite

Professional Organizations

AIGA Colorado, Treasury Co-Chair

Education

Rocky Mountain College of Art + Design
Summa Cum Laude, Valedictorian

Continuing Education

RMCAD Web Design Certificate