



ABOUT

With over 15 years professional experience, I have the creativity to come up with winning ideas and the experience to execute them to a premium standard. Art Direction, graphic design, trend research, marketing collateral, art for digital and social, brand DNA, product development, photography, and CMS website development are a few of my key skills.

EXPERIENCE

LEAD DESIGNER

Jillson & Roberts, December 2011 - Present - www.jillsonroberts.com, @wardrobe.of.wrap
 I design art for use on products, including gift wrap, totes, cards, and ornaments that are sold by top retailers nationwide including Whole foods, TJ Maxx and the Container Store. Additionally, I create marketing and promotional materials, style and direct product photo shoots, design for a bi-annual 100+ page printed and digital catalog, create content for Jillson's web and social media accounts, oversee in-house designers, production artists, and freelance artists.

DIRECTOR OF ART & MARKETING

GD Design Group, September 2009- November 2011
 Responsible for art and product creation, concept to shelves. Created marketing, branding, P.O.P. and packaging strategies. I worked closely with corporate buyers and Chinese manufacturers to bring our designs to retailers including Costco and BJ's Wholesale.

ART DIRECTOR

KingKing USA, June 2008 - September 2009 - <http://www.chinakingking.com>
 KingKing is a multi-national company that designs hundreds of products a year, all of which need unique packaging, labels, and design concepts. Products include bath, home decor, office, candle, and scrapbooking. They sell to large retailers and wholesalers including Wal-Mart, Costco, and Sam's Club.

GRAPHIC DESIGNER AND PRODUCTION ARTIST

KingKing USA, May 2006 - June 2008
 Design of packaging, labels, camera ready art, and presentation mock-ups for KingKing's product line.

OWNER/DESIGNER

Magpie Graphics/Laura Guthrie, June 2002 - Present - www.lauraguthrie.net
 It it needs a stunning design I'm there. Work includes print ads in Mac World and Alaska Air, packaging for Landy Intl., work on Collective Goods rebrand, and a self made line of purses.

EDUCATION

CERTIFICATION IN WEB USABILITY, Human Factors International

M.A. IN DIGITAL MEDIA, Maharishi University of Management

M.A. STUDENT AND TEACHING ASSISTANT, University of Iowa

BACHELOR OF FINE ARTS, MAGNA CUM LAUDE, Maharishi University of Management