

experience

DESIGN + WEB SPECIALIST, The National Domestic Violence Hotline // Apr 2020 - Jun 2023

- Strategized and executed all creative content for The Hotline, including shaping and protecting the brand identity of both The Hotline and its youth-focused project, love is respect
- Collaborated across departments to build thoughtful, appealing campaigns and materials
- Established best practices for department workflow and processes
- Guided the look and feel of all four newly-redesigned websites in 2020

FREELANCE ASSOCIATE CREATIVE DIRECTOR // 2009; Jul 2017 - Apr 2020

Client list included Luxury Escapes (AU) and Tone Networks (USA)

YOGA TEACHER // Sep 2018 - Jul 2019; Dec 2019 - Jun 2020

- Taught weekly yoga classes at both locations of Sukha Yoga Austin
- Taught weekly yoga classes at Yoga Corner, Radiant Sol and LaVida Health in Melbourne, AU

ASSOCIATE CREATIVE DIRECTOR, CLEAResult // Oct 2010 - Jul 2017 // Austin, TX

Previously held titles: Art Director, Senior Graphic Designer, Brand Specialist, Communications Coordinator

- Acted as the lead knowledge holder and creative strategist by providing clear creative direction, mentorship and career planning for both direct and indirect reports on the creative team
- Facilitated brand stewardship of dozens of utility client brands ranging from nascent to mature
- Elevated the work of nine full-time design and freelance staff while ensuring it was on-brief and on time

RESOURCE DEVELOPMENT COORDINATOR, Central Texas Food Bank // Sep 2009 - Oct 2010

Previously held title: Community Relations Assistant

Provided communications and development support for a department of 18 staff members

proficiencies

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

community

- Member of both Krewe of Red Beans and Krewe du Kanaval
- Led a donation-based community slow flow with 100% of proceeds benefiting the Australasian Leukaemia & Lymphoma Group // Oct 2018
- 2015-2016 Black Fret member and design volunteer
- Team LIVESTRONG runner // 2011 & 2015 Austin Marathons; 2013, 2014 & 2016 Austin Half Marathons
- Texas Exes Life Member

education

- 500-hr Vinyasa certification, Moksha Academy of Yoga // Melbourne, AU // 2018
- The University of Texas at Austin, Bachelor of Science in Advertising [Texas Creative] // 2008