

Work Experience

Owner/Chief Creative & Developer

Studio-9/MediaSoft | Louisville

Jan 2004 - Present

Core responsibilities included estimation, design, programming, and deployment. Research and follow industry trends through market research of the target audience and leveraging our custom Analytics Tools for pushing SEO and accuracy. Deliver on all KPIs and marketing goals.

- Managed and produced all aspects of e-learning and interactive projects, including Mobile Apps, educational games, website development, and database solutions.

Senior Art Director & Brand Marketing

'58 Foundations & Waterproofing | Knoxville

Jan 2021 - Dec 2023

Brand Development & Brand Strategy. Worked in print, outdoor, identity, broadcast, and 3D Animation. I directed the videographer, production artist, and copywriter. Responsible for digital marketing, digital advertising, marketing programs, and content creation. Create content and Graphic Design for Social Media.

- Led the development and implementation of Design Systems to ensure brand consistency across all projects.
- Leveraged Adobe Creative Suite & Figma for creative design/UI/UX asset creation. Precision in deliverables was critical in developing brand standards.
- Relied on my leadership and communication skills to bring the whole team to the table; as well as my ability to mentor others in video & layout techniques to achieve the desired brand image.

Director of Interactive

Focal Point Video | Louisville

Jan 2002 - Dec 2004

Managed a range of interactive projects & digital content, including educational games, website development, and presentations. Responsibilities encompass estimation, design, programming and deployment.

3D Animator & Multimedia

Power Creative | Louisville

Jan 2000 - Dec 2002

As with my previous employer, my position entailed all aspects of 3D animation, video production & direction, website design, multimedia programming based in Director & Flash as well as PowerPoint and website design & programming.

Interactive Art Director & Programmer

Kleier Communications | Louisville

Jan 1997 - Dec 2000

My position entailed all aspects of 3D animation, video production & direction, website design, multimedia programming based in Macromedia Director & Flash as well as PowerPoint and website design & programming.

Education

TEXAS A&M Commerce

Bachelor of Science: Art Direction & Design

Jan 1985 - Dec 1989

AWARDS RECEIVED

Marcom Platinum 2017 -

GE APPLIANCES Values-In-Action 3D Animation

Produced, Designed, Animated, Edited

Gold Louie 2004 - Brown &

Williamson KOOL MIXX CDROM

Presentation Produced, Designed, Programmed

Silver Louie 2003 - Luckett &

Farley CDROM Presentation

Produced, Designed, Programmed

Silver Louie 2001 -

PowerCreative Website

Programmed

LGDA 100 Gold Award -

PowerCreative Website

Programmed

Silver Louie 1999 - Visa Derby

Interactive Press Kit

Produced, Art Directed, Designed, Programmed

Landmarks of Excellence 1999 -

Visa Derby Interactive Press Kit

Produced, Art Directed, Designed, Programmed

Silver Louie 1996 - Lou Fusz

Automotive "Godzilla" Produced, Art Directed

DSVC 1988 - Best Four-Color Campaign -

Maxwell Tapes

Dallas Society of Visual Communications

DSVC 1988 - Honorable Mention

BW Campaign - Monte Blanc Pens

Dallas Society of Visual Communications