

## Innovative Senior Designer | Brand Identity • UX/UI • Strategic Visual Solutions

Multidisciplinary designer with 10+ years of experience shaping creative strategy and driving design solutions across B2B SaaS, fintech, entertainment, and e-commerce. Expert in building bold, human-centered brands that resonate across web, product, and marketing platforms. Known for connecting teams, translating complex ideas into elegant designs, and scaling early-stage startups into nationally recognized brands.

### EXPERIENCE

#### Content Analyst

Fidelity Investments, Covington KY (2023 - Current)

- Collaborate with Project Managers & Business Analysts to develop and refine digital content strategies aligned with Workplace Investing and plan-specifics.
- Design and structure content for customer-facing and internal platforms, ensuring brand consistency, compliance, and accessibility.
- Implement content organization, information hierarchy, and UX enhancements to optimize the digital customer experience.

#### Founder & Creative Director

Phoenixx Creative (LLC), Covington KY (2010 - Current)

- Lead brand strategy, UX/UI design, and content development for clients across various industries, including financial services, e-commerce, and entertainment.
- Oversee digital branding, website architecture, and interactive media for small businesses and startups.
- Develop data-driven marketing strategies to optimize brand positioning and audience engagement.

#### Senior UX/UI Designer & Digital Strategist

SoLo Funds, Inc., Los Angeles CA (2018 - 2019)

- Designed and standardized UX/UI for SoLo Funds' mobile lending platform, improving user engagement and retention.
- Developed investor pitch decks and brand identity systems that contributed to securing \$10MM in early-stage funding.
- Created visual data storytelling, infographics, and marketing assets for executive presentations and public engagement.

#### Marketing & Creative Lead | Live Events & Branding

Outback Presents, Nashville TN (2013 - 2018)

- Designed large-scale event branding, digital & print marketing materials, and multimedia assets for national touring events.
- Developed high-impact experiential marketing visuals and promotional strategies that elevated audience engagement.
- Managed cross-functional collaboration with event organizers, artist management, and sponsors.

#### Senior Designer, Creative Lead

Town Talk Headwear, Louisville KY (2014 - 2015)

- Led a corporate rebrand and established e-commerce UX/UI strategies, increasing customer engagement.
- Designed marketing collateral featured in PGA of America Magazine and industry-wide trade shows.
- Developed the company's first in-house Creative Department, hiring and training new design team members.

### CORE SKILLS & COMPETENCIES

- Graphic Design & Visual Storytelling
- Brand Identity & Digital Experience Strategy
- UX/UI Design & Data Visualization
- Content Strategy & Thought Leadership
- Marketing & Campaign Development
- Creative Direction & Team Leadership
- Adobe Creative Suite  
(Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, XD, Audition)
- Microsoft PowerPoint & Digital Presentation Design
- Cross-Functional Collaboration & Stakeholder Engagement
- Project Management & Agile Workflows

### QUALITIES

- **Workstyle:** Independent project ownership, and team collaboration compatibility.
- **Personality Type:** ENTP; highly-innovative, logical and adaptable; visionary.
- **Traits:** Keen intuition and empathy, persistence, courage.
- **Values:** Honesty, objectivity, equality, precision formatting and alignment.

### EDUCATION

- **Antonelli College of Art & Design**  
Applied Associate of Science (AAS),  
Graphic Design, 2010  
Summa Cum Laude (4.0 GPA)
- **Northern Kentucky University,**  
Graphic Design, 2003 - 2005