

## CONTACT

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Lehigh Valley, PA

## ABOUT

Conceptual designer and art director with 19 years of experience across graphic design, branding, product development, and packaging. Known for leading cross-functional teams, translating trends into impactful designs, and managing projects from concept through production—turning fresh ideas into market-ready products across home décor, housewares, crafts, and more.

## EDUCATION

### **BFA in Communication Design**

Kutztown University of Pennsylvania  
*Concentrations in Graphic and Advertising Design*  
2002 – 2006

### MFA Classes Completed

*Contemporary Topics/Personal Exploration*  
Fall 2020

## SKILLS

- Adobe Illustrator/Photoshop/InDesign
- Package Design/Die-lines/Blisters
- Style Guide Implementation
- Branding/Advertising Design
- Photography/Photo Editing
- Product Development/Design/Sourcing
- Digital Renderings/Planograms/Displays
- How2Recycle/RFID/FSC
- Microsoft Office/Acrobat
- Basic HTML/Adobe XD

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## EXPERIENCE

### **SENIOR GRAPHIC DESIGNER**

ArtSkills, Bethlehem, PA | 2020 – Present

- Design and develop trend-forward craft kits, art supplies and other products for leading retailers including Walmart, Sam's Club, Walgreens, CVS, Dollar General and Amazon.
- Manage and maintain the ArtSkills website, designing new pages for specific product lines, downloadable content and promo banners.
- Manage a team of 5+ designers, providing direction that elevates package design, store displays, instruction sheets and online content that aligns with brand, retailer, and consumer goals.
- Collaborates with cross-functional teams to balance innovation with sourcing and pricing strategies that meet margin and quality targets.
- Partner with overseas vendor to source materials, oversee production, and ensure compliance with safety and quality standards.
- Oversee preparation and approval of production-ready files, maintaining accuracy, and consistency.
- Oversee and mentor 3 designers, facilitating quarterly discussions, and managing annual performance reviews.

### **OWNER & GRAPHIC DESIGNER**

Mountain Park Studio, Orefield, PA | 2008 – Present

- Create bespoke event stationery and decor for weddings, birthdays, and showers, combining thoughtful design with handcrafted detail.
- Build distinctive brand identities for businesses through impactful logo design, print collateral, websites and promotional materials.

### **PRODUCT & GRAPHIC DESIGNER**

Boston Warehouse Trading Corp., Norwood, MA | 2013 – 2020

- Designed and developed home décor and housewares for top retailers including Marshalls, Ross, Pier 1, BJ's, and Boston Warehouse.
- Integrated trend research into design decisions to ensure competitive, on-brand assortments of product.
- Successfully managed projects and design work remotely, maintaining productivity, meeting deadlines, and collaborating effectively with the art director and cross-functional teams.

### **SENIOR PRODUCT & GRAPHIC DESIGNER**

MCS Industries, Inc., Easton, PA | 2006 – 2013

- Developed and designed new product concepts and specifications, successfully creating home décor for major retailers including Bed Bath & Beyond, Walmart, and Lowe's.
- Designed the branding and visual identity for MCS Industries, supporting marketing campaigns with cohesive print and digital collateral.
- Traveled to Hong Kong and Shanghai to evaluate manufacturing facilities, strengthening vendor relationships and production quality.
- Designed packaging and in-store display graphics. Rendered and arranged products in store planograms for buyer presentations.
- Assisted in art direction and mentored junior designers and interns, fostering team development and creative growth.