

Freelance Art Direction, Design & Frontend Development

Yielded deep UX/UI engagements, most notably with Phenomenon (phenomenon.com) doing UX and UI for the KBHome account, Green Feather (gogreenfeather.com) building Fintech design systems, AtEdge (at-edge.com) building photographer portfolios, Atomized (atomized.com) on the design for their calendar app, and The Boys & Girls Clubs of America (bgca.org) on an outreach effort for teens. Exclusively handled all of the frontend development work for Imbibe (imbibe.info) until it was sold to The Wilbert Group in 2019.

My focus is UX and Visual Design, interactive prototyping, WordPress development, and frontend coding in general. Very hands-on. Capable of authoring HTML, PHP, CSS & JS by hand. Building design systems in Sketch, Figma & XD, and animating in After Effects.

2016

Art Direction & Design at Rockfish/VML

Initially joined Rockfish (now VML) as an Art Director to work on Ford.com, in conjunction with Team Detroit (now GTB). Other work consisted of Valvoline, Sunrun, P&G, Wrigley (Mars), Publix, Walmart, Coca-Cola & MetroPCS. Despite the successes of the company, they were unable to gain significant client traction in ATL. The ATL office closed in early 2015, and I continued working on the team remotely through 2016. (vml.com)

2013

Art Direction & Design at McRae

I joined the team at McRae in 2012 to lead UX/UI efforts. Accounts included Midtown Consulting Group, Reynolds Plantation, MetLife & ForeverHome. Nevertheless, the agency was forced to close its doors in 2013. (mcrae.com)

I am generally able to carry most small-to-medium projects from conception to completion. Having spent many years working independently, I gained valuable experience directly managing client expectations. I learned how to tell the client things that they might need to know but are afraid to hear. I know when to sacrifice quality for speed and how to be resourceful at balancing the two.

Freelance UX & UI Design

In 2009, I began a freelance business with only Fran as a client. I challenged myself to establish relationships with local agencies— including IHG, FitzCo., Ogilvy & Mather, Turner Sports, Sparks Grove, IQ, Cadillac Jack, and Equifax.

2009

Print & Interactive Design for Fran Tarkenton

For five years, I led the digital and print creative for a handful of companies under Fran, most notably Tarkenton Financial and GoSmallBiz. They are headquartered in Atlanta and operated by the NFL Hall of Fame Quarterback. From 2004 on, I was responsible for the design and development of all web sites and marketing materials. I was able to implement several content management systems and grasp a real-world understanding of the ins-and-outs of deploying open-source software at the enterprise level—notably WordPress and WordPress MU. We created a suite of web-based small business tools and I designed the UX for them as well as their white-label counterparts. I mentored junior designers and grew the design department from one person to three before taking the leap into the freelance world in 2009. (tarkentonfinancial.com, gosmallbiz.com)

2004

Studied Design at The Creative Circus

Invested in the Design program at The Creative Circus, an Advertising & Design Grad School in Atlanta, Ga. I was able to nurture a love for typography and ran away with 8 awards, including Student's Choice. Developed skills in branding, illustration, print, packaging & bookmaking. Formed an understanding of design critique and rationale. I was invited to return to the school as an Instructor in 2010. (creativecircus.edu)