



ABOUT

Great design is timeless, yet it should seamlessly integrate with the ever-changing technological landscape. By combining a knowledge of branding, graphic and web design with visual and artistic sensibility, I generate results that stand the test of time for my clients. Qualifications include:

- ▶ Art direction, conceptualization, implementation, creative design, typography, branding, B2B and B2C advertising
- ▶ Web design and development, user experience design, wireframing, digital and email marketing, social media management, SEO

SKILLS

Adobe Photoshop, Illustrator, InDesign

Adobe Experience Design, InVision

Axure RP, Sketch

Adobe After Effects, Premiere Pro

HTML5, CSS3, WordPress

JavaScript, PHP

ACHIEVEMENTS

- ▶ Finalist, 2016 Drum Design Awards, Best App Design category for Vennli.
- ▶ Led a digital marketing campaign for LendingTree increasing click-through rate by more than 900% in 6 months.
- ▶ Board member and Marketing Chair, One Hope United Auxiliary Board, 2011-2014; directed online fundraising campaigns increasing donations by 35% each year.
- ▶ Managed complete internal and external rebranding of One Hope United with more than 40 offices and 800 staff nationwide.

EXPERIENCE

2014 /
PRESENT

Vennli
SR. UI/UX DESIGNER / SOUTH BEND, IN

Responsible for designing the end-user interface and experience for a SaaS web application providing business leaders a superior platform for developing and implementing growth-oriented strategy. This includes application product and feature development, procedural flow, and prototype and visual design in an agile environment, using responsive and mobile-first methodologies. During its startup phase, developed the name, brand and identity of Vennli, as well as designed all web and print marketing initiatives.

2003 /
PRESENT

Bockstruck Creative Group
OWNER/CREATIVE DIRECTOR / CHICAGO, IL

Owner and Creative Director of a full-service, freelance design firm, providing creative strategy, brand identity, graphic and web solutions for small to medium-sized businesses. Oversee all projects from conception through completion, delivering strong creative solutions that meet client's goals.

2012 /
2013

Q Interactive
INTERACTIVE DESIGNER / CHICAGO, IL

Managed consumer and corporate marketing initiatives, both print and digital, for clients such as R.J. Reynolds, Overstock.com, MoneyMutual, Kellogg's and CoolSavings.com. This included art direction and execution, website design and development, brand identity, and campaign management.

2005 /
2012

One Hope United
SR. GRAPHIC DESIGNER / CHICAGO, IL

Led the creative direction for web, print, brand identity, and other advertising design initiatives for a multi-million dollar nonprofit organization and its partner agencies. Managed a junior designer and interns.

2000 /
2005

JC Whitney
SR. GRAPHIC DESIGNER / CHICAGO, IL

Designed catalog layouts, direct-marketing materials, and print ads for the world's foremost automotive aftermarket catalog company.

1995 /
1999

EDUCATION 
Eastern Illinois University
BFA IN GRAPHIC DESIGN