

I am an experienced graphic designer and event director with a passion for continuous improvement, novel design solutions, and concise communication for quality interactions and meaningful engagement.

## EXPERIENCE

2020 – Present

**bioMérieux, a.k.a., BioFire Diagnostics** – Senior Graphic Designer II

In compliance with medical standards and regulations, created lead-generating content in digital, print and environmental design with a focus on branding and campaign strategy for medical diagnostic products. Other deliverables included spot illustrations, industry publications, digital ads, social media, and more. Specialized in large-scale display media with an emphasis on trade shows, events and experience design.

- Designed campaign collateral, information sheets, emails and other marketing content for the first FDA-approved COVID-19 detection system in the United States.
- Redesigned *Nephrocheck* product branding increasing sales by 148% world-wide.
- Booth and display collateral for trade shows and events increasing qualified leads more than 160%.

2019 – 2020

**Taylor Hartman Enterprises** – Art Director & Digital Media Consultant

Comprehensive re-brand of company including website, social media collateral, and digital marketing creative.

2015 – 2019

**Mountain America Credit Union** – Senior Digital Media Designer

Produced creative to support more than 30 financial products and services including print and digital. Developed large-scale print, display and digital media for conferences and events.

- Designed “Elephant in the Room” retirement campaign supporting LPL Financial (wealth management partner) which resulted in ranking for credit union referrals rise from 17th to *first in the nation*. Campaigns’ new investment volume increased to \$130 Million resulting in 119% over goal and a *new industry record*.
- Developed a Realtor-to-lender outreach program for the mortgage department resulting in a nearly 300% increase in new mortgages with an emphasis on retention and customer satisfaction.
- Created environmental and display pieces for semi-annual employee development conferences with attendance ranging between 300 to 1,000 participants over multiple days.

2003 – 2015

**1-800 Contacts** – Senior Graphic Designer, Product Photographer & Desktop Publisher

Maintained corporate brand and designed customer-facing equity for multiple mediums and campaigns. Disciplines and deliverables included: email & CRM, SEO, responsive web & UX/UI design, front-end mobile app, social media, product photography, mass-market direct mail, in-house projects and digital media.

- Provided expertise to the design/development of an original mobile app and mobile web experience.
- Designed collateral for annual summer party with budget ranging from \$150,000 to \$300,000.
- Streamlined creative process for new product photography resulting in production-ready creative in hours rather than weeks, providing professional in-house product photography and printing.

2010 – 2015

**Night of the Running Dead 5K** – Founder, Race Director, Creative Director

Created and directed an annual, world-class 5k experience benefiting the Huntsman Cancer Foundation.

- Included over 20,000 participants over 5 years.
- Raised and donated approximately \$25,000 for cancer research.
- Started business with only \$250. Organized and managed hundreds of volunteers and committee.

## EDUCATION

2004 – 2008

**University of Utah** - Bachelor of Fine Arts in Graphic Design

2000 – 2002

**LDS Business College** - Applied Science Degree/Web Design/Desktop Publishing  
Web Design/Desktop Publishing Certificate

## SKILLS

Expertise in Adobe Creative Suite and all Microsoft office applications. Proficiency in HTML, HTML 5 (Adobe Animate), CSS and professional studio photography. Hand-drawn illustration using Procreate and Adobe Fresco. UX / UI design with Sketch, Figma and other Adobe web development software. Video editing experience with Final Cut Pro, Adobe Premier and After Effects. Experience using generative AI where applicable. Type 60+ wpm. Fluent in Russian language. Passionate about spectacle.

## SOFT SKILLS

Analytical, curious, problem-solver, tenacious, out-of-the-box thinker, active listener, natural leader, attentive follower, excellent interpersonal skills, detail-oriented, visionary, patient, flexible and fun loving.

## HONORS

Arts Bridge Scholar, Deans list, honor roll, academic letter. Principle designer for Century magazine (volunteer work). 2011 Endurance Sport Honoree from the Huntsman Cancer Foundation. 2017 Credit Union National Association (CUNA) Diamond Award.

*References available upon request.*