

## Experience

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### **Art Director / Tattoo Artist | Matt Page Tattoos | Oakwood, GA | Jan. 2025 - Present**

- Builds and develops the creative brand across tattooing, apparel, and social media
- Designs custom artwork for clients
- Manages client communication, scheduling, marketing, and creative direction
- Produces branded content, photography, video, and promotional materials
- Adheres to strict health, sterilization, and bloodborne pathogen safety standards while maintaining all required tattoo licensing and compliance regulations
- Collaborates with artists in a fast-paced creative studio environment
- Grows audience engagement through Instagram and digital marketing

### **Senior UI/UX Designer | Ascendum Solutions | Remote | June 2023 - Mar. 2025**

- Created user-centric product designs, prioritizing usability, accessibility, and intuitive interfaces
- Crafted interactive prototypes for in-house experimentation and user testing
- Developed and maintained a comprehensive style guide, ensuring consistency in design across all products
- Oversaw production, filming, and post-production of promotional videos

### **Art Director | Centerline Digital | Remote | Aug. 2022 - Apr. 2023**

- Spearheaded and guided the design team, resulting in a 20% increase in engagement through the strategic creation of impactful digital marketing collateral
- Managed 15+ weekly creative reviews involving internal and external stakeholders
- Leveraged strategic leadership and innovative creative direction as Lead Art Director to drive revenue exceeding \$300k for the Palo Alto account
- Delivered personalized career development sessions for designers of all levels, fostering their professional advancement
- Directed end-to-end production of marketing assets, encompassing creation, editing, and quality supervision

### **Senior Designer | Centerline Digital | Remote | Jan. 2022 - Aug. 2022**

- Developed client-specific marketing collateral with a focus on visual excellence and strategic messaging
- Conducted instructional sessions showcasing advanced design methodologies within the creative studio environment

### **Lead Product Designer | The Streaming Guide | Remote | June 2021 - Dec. 2021**

- Led the creative direction of all digital experiences across the company's mobile app
- Created wire-frames in Figma for testing novel app functionalities
- Produced detailed high-fidelity mock-ups for a seamless handoff to the development team
- Evaluated implemented app features for quality assurance, ensuring alignment with design objectives

### **Senior Designer | Doosan | Buford, GA | May 2019 - June 2021**

- Managed project timelines, communications, and details for 10+ weekly projects all in various stages
- Collaborated, consulted, and offered innovative insights to internal teams and external partners, fostering productive cooperation and creative growth
- Oversaw production, filming, and post-production of product videos
- Produced visual content including graphics, posters, presentations, web, and trade show materials

### **Graphic Designer | NSI-MI Technologies | Suwanee, GA | Feb. 2017 - Feb. 2019**

- Managed strategic marketing initiatives driving product and service growth
- Designed trade show graphics and promotional materials for the sales team

### **Freelance Graphic Designer | Savannah, GA | July 2012 - Feb. 2017**

- Produced content, including logos, illustrations, brochures, videos, and animations

## **Certifications**

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**Create High-Fidelity Designs and Prototypes in Figma | Google | May 2023**

**Conduct UX Research and Test Early Concepts | Google | May 2023**

**Build Wireframes and Low-Fidelity Prototypes | Google | April 2023**

**Start the UX Design Process: Empathize, Define, and Ideate | Google | April 2023**

**Foundations of User Experience (UX) Design | Google | April 2023**

## **Education**

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**Master of Public Administration (MPA), Public Administration**

Georgia Southern University

**Bachelor of Fine Arts (BFA), Graphic Design**

Georgia Southern University