

## RESUME 2018

- Big picture thinker, brand champion, creative leader, product strategist, problem solver, design mentor
- Proven creative director on corporate marketing communications team for global technology company
- Co-led two re-brands for Freescale Semiconductors; team won “Marketing Team of the Year” in 2015
- Creative strategist for global product launches in diverse industries: automotive, healthcare, industrial, identification, internet of things, networking, security
- Lead creative on most successful Freescale global product launch: Kinetis microcontrollers
- User experience designer and creative visionary for flagship sites, microsites, mobile apps and software
- Collaborated with brand identity and creative teams, product marketers, design engineers, web publishers and vendors to produce engaging visuals and targeted communications for internal and external clients

## work experience

### VISUAL DESIGNER/CONSULTANT — 2017-Present

#### IBM, Austin, TX (Fahrenheit IT Consultant)

Visual designer on IBM Systems Digital Marketing team based in Austin— member of worldwide design team focused on digital marketing. After IBM's co-location and marketing restructure, and as a senior member to a new design team, I mentor designers and insert my experience as a creative leader. Involved in team restructure, introduction of Agile Kanban framework, organizing and streamlining workflow processes, guidelines, templates and assets.

- Collaborated with corporate Creative Director to align Systems brands at the product level. Process is on-going, brands are in review and foundation is being built for a more consistent brand experience.
- Quality assurance advocate and driver of production efficiencies, while focusing on successfully communicating brand and campaign messages.
- Designed projects: web pages, infographics, e-books, event creative, paid media banners and social tiles, animations, social quiz, icon sets and more.
- Member of visual design team for biggest IBM Systems launch of 2017: IBM Z14—next generation of mainframe computing.
- Earned IBM Agile Explorer and IBM Design Thinking badges.

### CREATIVE DIRECTOR — 2015-2016

#### NXP Semiconductors, Austin, TX

Creative lead on global marketing team for product launch campaigns and brand strategy. Integrated brands and work processes after one of the biggest tech mergers of 2015. Worked with brand identity and design teams to create brand communications, templates and guidelines. Mentor to design team.

- Successfully launched i.MX8 Application Processors under NXP brand. Reinterpreted one of the top Freescale brands, updating the visual style and messaging of product marketing, while leveraging its brand equity.
- Coordinated and created new visual direction for NXP product packaging, converting Freescale brands and in-company shipping boxes.
- Oversaw graphic quality assurance of website, mobile applications, software branding, print collateral and packaging for merged company.

## work experience

### CREATIVE DIRECTOR — 2012-2015

#### **Freescale Semiconductors, Austin, TX**

Creative strategist and visual designer on in-house brand and creative team for multiple business lines. Lead creative for websites, mobile applications and software interfaces. Worked with UX designers, web publishers and marketers to improve user experiences, including parametric search, video vault and software center. Supervised art directors, designers and flex staff on product launches, collateral, packaging, online and email marketing. Mentor to design team.

- Co-led corporate re-brands in 2011 and 2014. Successfully elevated corporate brand, bringing brand consistency to business lines. Team won “Marketing Team of the Year 2015” from EETimes and EDN 2015 UBM Canon ACE Awards.
- Brand strategist on Internet of Things thought leadership campaign. Partnered with HAVAS Group advertising agency to define visual style and define targeted global advertising campaign and internal communications.
- Led redesign of product packaging for Tower System and Freedom board development platforms. Sourced lower-cost packaging options, utilizing modular design for product bundles to save on production time and cost.

### SENIOR ART DIRECTOR — 2007-2012

#### **Freescale Semiconductors, Austin, TX (Liaison Creative Resources)**

Art directed print and digital communications. Worked with brand, creative and marketing teams on product launches and global marketing campaigns. Created new brands, signature graphics, infographics and diagram styles.

- Lead creative on Kinetis microcontrollers global product launch. Core member of product development team tasked with creating name, brand messaging and visual identity. Led evolution of the brand over a six year period. Product had an estimated market value of \$600 million, and sold \$15 million units before launch.
- Created identity for Freescale’s new Tower System development tools. Sourced new lower cost packaging options with vendors, utilizing modular design for product bundles and saving on production cost.

## work experience

### ART DIRECTOR, GRAPHIC DESIGNER — 2005-2007

**William Foster Design, Freelance, Austin, TX**

Designed graphic communications in print and web for clients, including Golfsmith, Digital Cheetah and YMCA.

### MULTIMEDIA PRODUCER — 2000-2005

**Diablo Publications, Walnut Creek, CA**

Established multimedia/web department for print publisher. Produced websites, e-newsletters, ad banners and multimedia presentations for corporate, retail and internal clients. Collaborated with creative team on client campaigns.

- Lead designer for Diamondnuts.com, Diamond of California's flagship site. Created new look and feel for entire site. Integrated online shopping store.
- Produced websites and email campaigns for Seton Medical Center, Pucci Foods, Ling Ling Potstickers, Dale Hardware, Empire Realty and YMCA.
- Designed, produced and presented award graphics slideshow for annual Threads of Hope charity benefit for five years.

### CUSTOM PUBLISHING ART DIRECTOR — 1995-2000

**Diablo Custom Publishing, Walnut Creek, CA**

Key influencer in the creation of new revenue stream for magazine publisher. Art directed custom publications for San Francisco Giants and Oakland A's MLB teams, San Francisco Shopping Center, City of Oakland, Children's Hospital of Oakland, Kaiser Permanente, Alta Bates Hospital, KKSF, KFOG, KWJZ radio, Bishop Ranch, American Cancer Society and YMCA.

- Designed and produced media guides for San Francisco Giants MLB team. Improved templates and processes for more efficient production.
- Created a series of high-quality communications for San Francisco East Bay commercial real estate developer, Bishop Ranch.

## work experience

### ADVERTISING ART DIRECTOR — 1991-1995

#### Diablo Magazine, Walnut Creek, CA

Designed advertisements and special sections for *San Francisco*, *Diablo*, *Diablo Business* and *Diablo Arts* magazines. Consulted with local businesses to create advertising campaigns for our publications. Many projects led to the creation of a logotype, brand messaging and visual style for the businesses.

### ART DIRECTOR — 1989-1991

#### Antic Publishing, San Francisco, CA

Art directed editorial pages of monthly magazine focused on the new Amiga computer by Commodore. Managed budget and production. Led transition of magazine production from traditional typesetting/paste-up to desktop publishing using the Amiga, streamlining production and lowering cost.

- Hired on-board by company specifically to create new brand, logotype editorial and feature design of Amiga Plus magazine.

### GRAPHIC DESIGNER — 1988-1989

#### Get Set Graphics, Westlake, CA

Created logotype and artistic direction of new international magazine, *Tonsorial Artist*. Designed editorial pages and advertisements for Clairol, Paul Mitchell Systems, La Coupe, Sebastian International, more.

### REFERENCES

#### Stephanie Sobotik

Director, Global Marketing Communications, NXP/Freescale Semiconductors  
[linkedin.com/in/stephaniesobotik/](https://www.linkedin.com/in/stephaniesobotik/)

#### Jan Kiker

Brand Identity and Creative Manager, NXP/Freescale Semiconductors  
[linkedin.com/in/jankiker/](https://www.linkedin.com/in/jankiker/)

#### John Doherty

Brand and Marketing Strategist, NXP/Freescale Semiconductors  
[linkedin.com/in/johntdoherty/](https://www.linkedin.com/in/johntdoherty/)

## SKILLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere, Dreamweaver, Flash, Fireworks, Acrobat, Bridge; Microsoft Office, Final Cut Pro, Garage Band, Pro Tools, Cinema 4D, Blender, Sketch, Mural, InVision. Web: HTML5, CSS, javascript, Bootstrap, Drupal, Wordpress. Agile, Scrum and Kanban development frameworks; IBM Agile Explorer and Design Thinking badges.

## AWARDS

### **Marketing Team of the Year**

Freescale won the EE Times and EDN 2015 UBM Canon ACE Award in 2015. The awards program honors the people behind the products and technologies that are changing the world of electronics.

### **Bravo Award**

Freescale's internal recognition for leading the creation of the Automotive IoT microsite and augmented reality application for Mobile World Congress 2015.

## EDUCATION

### **Bachelor of Arts Degree**

Two-Dimensional Design and Fine Art Painting from California State University at Northridge, Cum Laude, 1988.

### **Associate of Arts Degree**

Graphic Design and Communications from Los Angeles Pierce College, 1985.

### **Architecture Intensive**

University of Texas at Austin, 2006.

## INTERESTS

Music, playing guitar, songwriting, recording, painting, art, architecture, photography, film, martial arts, cycling, hiking, traveling, gardening, building structures, landscaping, reading and spending time with my family.