

## timeline of creative experience



### education 1996-2000

**bachelor of fine arts, graphic design**  
Art Academy of Cincinnati

### sabbatical 06/2011-09/2011

**letterpress printing class**  
School of Visual Concepts Seattle

## creative experience

### 01/2014-present

#### Visual Information Specialist GS-1084-12

National Center for Complementary and Integrative Health (NCCIH)

serves as sole in-house identity manager consulting on design approaches and providing timely customized project delivery using a broad range of mediums including: print design; website and social media graphics; videos; office wayfinding and signage; environmental graphics and exhibits; and assists over 80 employees across the center with a wide variety of creative products

#### — in-house identity manager and ambassador

- maintains the NCCIH logo standards guide
- closely aligns the NCCIH identity using new NIH Logo Standards Guide and color palette to align with and leverage the clout of the larger NIH brand
- designed cache of icons and color concepts to abstractly depict NCCIH's research portfolio for use in apps, web applications, and print media
- identifies, on-demand, relevant and vibrant stock photography to accompany NCCIH content on the Center's website, in official emails, and other public communications
- manages project delivery of timely customized designs spanning a broad range of mediums
- typesets and oversees production of business cards for approved employees

#### — creates marketing campaigns and identities for lectures, symposia, workshops, and internal employee events including:

- yearly Straus Lecture
- quarterly Integrative Medicine Lecture Series
- intramural special interest groups
- focused research workshops
- scientific symposia
- the NCCIH awards ceremony, Combined Federal Campaign, and other internal NCCIH employee events

#### — print design

- oversees design and production of posters, flyers, tent cards, programs, and other print collateral for NCCIH sponsored events

#### — infographics, website, and social media

- designs infographics to facilitate public understanding of research and epidemiological findings and to build public support for NCCIH's mission
- adapts identities specific to lectures, symposia, workshops, and other events for use in a multitude of electronic applications—each with specific and varied technical specifications—including the NCCIH website, Facebook, Twitter, Pinterest, Instagram, and Eventbrite
- constantly revises customized graphics to fit ever-changing technical specifications of various social media platforms, ensuring a seamless user experience
- initiated NCCIH's instagram account and provides regular updates with high quality graphic and video content
- guides web team throughout the NCCIH public website redesign process
- designed visual user interface details for HerbList app, the first ever NCCIH-produced mobile OS app
- assisted web team with visual details of new intranet site including a unified palette of icons for all major sections

#### — videos

- pioneered the use of Facebook Live at NIH
- records and edits interview videos with visiting speakers
- manages videographers to produce additional high-end video content with professional equipment
- works with clearinghouse team to produce accurate transcripts for videos and audits NCCIH social media accounts to confirm that all videos are captioned to be 508 compliant

## NCCIH experience, continued

### — wayfinding and signage

- works with vendors to produce signage for use throughout NCCIH office suites
- assists administrative staff to ensure that all employees have standardized, legible nameplates
- redesigned office signs, adding numbers and braille for accessibility

### — environmental graphics and exhibits

- designs large scale graphics for NCCIH suite to reinforce the Center's identity
- applied the NCCIH identity to a video recording booth used at a conference to document the Center's history and impact
- adapted NCCIH identity to portable traveling exhibits displayed at conferences

### — photography

- manages professional photographers to capture high quality portraits of NCCIH employees
- personally photographs and manages professional photographers to capture NCCIH events

### — center-wide collaboration

- assists employees across the entire center with a wide variety of visual and creative projects including:
  - take your child to work day
  - mind and body, and pain special interest groups
  - the NCCIH Traveler Tips document
  - updated NCCIH slide presentation and demo
- supports senior leadership on specialized projects with individual consultations and custom products
- responds "I'd be happy to help!" to every request, and jazzes things up with a smile

### 02/2004-01/2014

**graphic designer** Medical Arts, National Institutes of Health

provided in-house design services for 27 research institutes and centers producing broad range of custom work including posters and collateral for scientific lectures and symposia as well as logos and informative communications to engage public audiences

### 06/2003-09/2003

**graphic designer** Bath & Body Works

designed a wide variety of in-house training materials and collateral for use with all U.S. employees

### 10/2001-06/2003

**freelance graphic designer** Graff Designs, Inc.

collaborated with other designers to produce environmental graphics and signage for an NFL visitors' center in freelance capacity

### 10/2002

**freelance graphic designer** EB Designs

### 09/2002

**freelance graphic designer** Dynamic Media Group

### 08/1998-10/2001

**graphic designer** Graff Designs, Inc.

designed organizational identities, brochures and marketing collateral working directly with a broad range of clients and vendors

## accolades

12/2018 honor award  
NIH OD Honor Awards

12/2018 merit award  
NCCIH Director's Awards

12/2017 merit award  
NCCIH Director's Awards

12/2016 merit award  
NCCIH Director's Awards

12/2015 merit award  
NCCIH Director's Awards

07/2012 design project published  
GD USA, In-House Design Awards

02/2010 design project published  
HOW Magazine, In-House Design Awards

01/2010 honor award  
NIH OD Honor Awards

12/2009 honor award  
NIAID Honor Awards

04/2008 Plain Language award  
NIH Plain Language Awards

07/2007 design project published  
GD USA, In-House Design Awards

05/2007 Blue Pencil award  
National Association of  
Government Communicators

11/2006 design project published  
Communication Arts, Design Annual 47

07/2006 design project published  
GD USA, In-House Design Awards

06/2006 AIGA50 award  
American Institute of Graphic Artists, DC

05/2006 Blue Pencil award  
National Association of  
Government Communicators

08/2001 design project published  
Designer's Survival Manual

10/1999 merit award  
HOW Magazine, Self-Promotion Issue

10/1999 design project published  
Print Magazine, Regional Design Annual

08/1999 silver award  
Art Director's Club of Cincinnati,  
Annual Awards Show