

experience

Latcha+Associates	content studio art director jan 2024–present A hybrid role combining Art Direction and Content Creation, working directly on every stage of the production, from initial concept and creative solution to execution and final edit. Specialize in quick-turn concepts and non-traditional production, across a variety of mediums such as video and digital experiences. Gained leadership experience by leading creative projects and overseeing the work of other designers.
	art director march 2021–dec 2023 Art Director for Subaru’s Fixed Operations team, creating conceptual, design-led campaigns for 600+ dealerships and national initiatives. Led integrated projects from concept through production, helping plan and execute photoshoots. Played a key role in expanding the client’s scope through innovative, high-quality creative. Oversaw projects during management’s absence, ensuring consistent quality and on-time delivery. Pitched creative concepts directly to clients, building strong, collaborative partnerships. Collaborated with cross-functional teams and supported new-business efforts for other agency clients.
roundtable6	graphic designer feb 2019–june 2020 Conceptualized, designed, and executed campaigns across a variety of creative deliverables spanning print, direct mail, OOH, digital, web, and social for a diverse range of clients. Maintained brand consistency and high-quality design under tight deadlines. Helped plan photoshoots and provided on-site art direction to ensure creative concepts were executed accurately. Contributed to new-business initiatives by developing creative solutions and designing pitch decks.
Xperience Communications	freelance designer sept 2018–dec 2018 Served as Lead Designer for Lincoln, updating the Lincoln Black Label app with refreshed design, imagery, copy, and photo retouching. Collaborated directly with the client to present and review updates. Designed print and digital signage for DTE Energy’s “Energy Den” experiential event and supported Ford’s 360° campaigns, and activations through concept development and design. Pitched immersive experiential ideas for Ford and other clients, contributing to new business opportunities. Also created presentations, collateral, and internal materials to support agency operations.
Campbell Ewald	freelance jr. art director may 2018–june 2018 Collaborated on creative conceiving and content planning for OnStar and Harley-Davidson’s social campaigns. Designed static and animated social content using Photoshop and After Effects. Assisted in the production and design of an in-house photoshoot for Harley-Davidson’s social media content. Identified a creative opportunity within OnStar’s “Be Safe Out There” campaign, pitched the idea to the Creative Director, and later presented it to the client—who approved and implemented it. It later expanded into larger campaign ideas for OnStar.
Quicken Loans	creative strategist intern may 2018–aug 2018
Mars Agency	creative intern sept 2016–july 2017
Doner	digital art director intern may 2016–aug 2016

education

achievements

skills

College For Creative Studies 2018 BFA Advertising Design Sept 2014–May 2018	
College for Creative Studies half ride scholarship (2014-2018)	D Show Finalist (2016)
Student Exhibition Finalist College for Creative Studies (2014-2018)	Sold a National Campaign for Mar’s Agency Clients Goldfish and Pepperidge Farms on behalf of Mars Agency (2016)
Adobe Creative Cloud + Figma	Creative Problem Solving
Microsoft Office Suite	Collaborative Team Player
Concept Development + Rapid Ideation	Passionate, Driven, Goal-Oriented
Multichannel Design Execution	10+ Years of Customer Service Experience
Multimedia Production (Video, Motion & Image Editing)	Amateur Chef & Chicken Tender Connoisseur
Illustration & Design	Music Fanatic + Grammy-Nominated Car Karaoke Singer