

# bets

## ART DIRECTION AND DESIGN

Dallas, Texas

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702.497.0657 mobile

I'm an inquisitive senior-level creative that asks a lot of questions, finds a lot of answers and then hopefully solves problems with simple and purposeful design. I am articulate and passionate about my work and ideas. I cultivate clever details and get.things.done, both in my company culture and with clients. I'm interested in cultural movements and why things happen. I'm happy working by myself, but I also love working on a team and show that through mentorship and support.

### Experience

Senior Art Director

Dallas, Texas

Jun 2012 - Present

## The Marketing Arm

During most of my time at TMA, I've been on the Special Projects team. We work on everything and anything for TMA and clients. I work on new business pitches, internal communications, videos, content, branding, websites, event design and more. It's made me a more versatile creative and I've embraced a broader understanding of storytelling and brand-building. Throw a creative need at me and I can handle it with skill and success.

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Senior Creative Agent

Dallas, Texas  
Apr 2011 - Jun 2012

## MyBrandDirect for Brand Agent

MyBrandDirect was a web-to-print tool and I was a creative consultant for our clients. I defined the products and user interaction of a client's web-to-print site, which included print design, production, strategy, problem-solving, light website design, client management and many other roles as needed.

In this role, I was a versatile, solution-driven idea-maker. I designed logos and collateral pieces; structured, launched, and maintained web-to-print sites; developed a very successful local marketing initiative and internal social networking site for a large international organization and collaborated on the launch of my company's social media presence.

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Group Lead Graphic Designer

Las Vegas, Nevada  
Jan 2011 - Mar 2011

## Caesars Entertainment Corporation

I was hired to create and lead a design team in a new design department, and establish the groundwork for high-end design projects. I created the kick-off design piece, to introduce our new team's capabilities to the organization. I helped lead a large hiring and evaluation initiative to build a successful design department. Life had other plans as I was unexpectedly swept away to Dallas, Texas soon after starting.

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Senior Designer

Las Vegas, Nevada  
Jan 2007 - Jan 2011

## MGM Resorts International

Working in-house at MGM Resorts International, I was the Senior Designer on a team of five for CityCenter, a development on the Las Vegas Strip. During my 4 years with CityCenter, I branded Crystals retail and entertainment district, ARIA Resort & Casino and Vdara Hotel and Spa, as well as developed and executed marketing messages for each. My team branded over 16 dining venues within the campus, and created user experiences for the casino, resort and employees.

I also created ad campaigns for Crystals retail and entertainment district and Luxor Las Vegas, while participating in continuous branding and marketing efforts for Circus Circus Las Vegas, Mandalay Bay and Treasure Island.

I worked quickly and intelligently, with demanding clients, tight budgets and a wonderful team of creatives. My work included all phases of design, including concept, budget, design, production, and fulfillment.

### Education

Graphic Design

Atlanta, Georgia  
Jul 2003 - Jul 2005

## The Creative Circus

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Speech Communication, Emphasis on Business  
Administration with a Minor in Graphic Design

Jonesboro, Arkansas  
Aug 1996 - Dec 2002

## Arkansas State University

### Thumbs up

## Awards/Distinctions

Logo work published in Design Funny: A Graphic Designer's Guide to Humor.

Won a handful of ADDYs, AIGA and GD USA mentions.

Neenah PAPERWORKS Letterhead Contest Gold (Second Quarter, 2009).

Arkansas State University Howl Magazine's Outstanding Alumni in Spring 2010.

Office Chili Cookoff Champion and People's Choice Chili.

PDF

[Click here to download my resume](#)

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