

SENIOR GRAPHIC DESIGNER | Brand, Experience & Visual Communications

12+ years of experience developing visual solutions across brands, print, digital, environmental, event collateral, and promotional media—leading projects from concept through production while collaborating with stakeholders and vendors to deliver cohesive, production-ready work on schedule and within budget. Currently one of 14 members of a multidisciplinary, multi-site creative team serving 30+ internal clients across four campuses; personally deliver 5-10 projects a week while managing 3-5 concurrently. Known for combining hands-on design execution, calm project leadership, and AI-forward problem solving to create efficient workflows, high-quality creative output, and measurable outcomes.

CORE CAPABILITIES

- Creative Leadership and Internal Agency Development • Event Branding, Print, Digital and Environmental Design
- Presentation Design (PowerPoint, Keynote) • AI-Assisted Creative Production: OpenAI, Claude, Adobe Firefly
- Stakeholder Partnership, Communication and Collaboration • Vendor Coordination, Quotes, Samples & Proofs
- Capacity Planning, Workflow Optimization • Project & Budget Management • Internal Process & Workflow Improvement
- Branded Merchandise, Promotional Products & Specialty Items

EXPERIENCE

COMMUNICATIONS DESIGNER | BRAND, EXPERIENCE & VISUAL COMMUNICATIONS

Christ Chapel | Hybrid | Fort Worth, TX | July 2023 - Present

One of four designers on a 14-person communications team serving 30 ministries across four campuses, 20 venues, and 8,000+ weekly attendees. 5-10 projects per week, 3-5 in progress at any time across competing priorities.

- Develop and produce branded visual communications across print, digital, environmental, event, and promotional applications—signage systems, banners, window graphics, A-frame and stanchion signage, tabletop displays, apparel, print collateral, and digital screens—leading each project from concept through final production.
- Create large-format and environmental graphics for high-visibility events, including Easter (16,000 attendees) and Christmas (12,000) across four campuses: curate signage by venue, measure spaces on site, color-test on each venue's LED screens, and build in-room photo mockups for approval before print.
- Lead end-to-end production of branded merchandise and specialty giveaways—apparel, hats, drink-ware, totes, stickers, lanyards, welcome kits, and seasonal gifts—in runs of 50 to 300+ units, from defining requirements through quality assurance: inspecting finished goods for color accuracy, working QR codes, and copy against the production file before delivery.
- Lead the team's adoption of AI-assisted tools (OpenAI, Claude, Adobe Firefly) under guardrails of approved, commercially licensed tools and human vetting before production. Built a Claude Code workflow that encodes the design system so concepts become layered, enabling editable InDesign and Photoshop files in about 10 minutes instead of 2-3 hours; run the team's AI resource library and Slack channel.
- Partner with printers and specialty vendors—Printed Threads, Comark Direct, Nationwide Press, and local production partners—on quotes, samples, proofs, press requirements, installation, and final quality, holding vendors to cost, quality, and schedule. Owned vendor communication and quote comparison for two years; continue to source vendors for specialty processes such as water-reveal ink or other specialty items.
- Track per-project budgets in Function Point on jobs from a few hundred dollars to \$10,000; coordinate quantities and delivery logistics, negotiate rush fees, secure no-charge reprints when vendor errors threaten an event date, and replaced an unreliable vendor after repeated order errors.
- Develop cohesive promotional systems and recruitment materials, including the Leadership Residency brand and its complete trade-show and college-fair kit: backdrop banner, tablecloth, tabletop signs, flyers, T-shirts, hats, cups, and koozies.
- Present concepts, design rationale, and project status to stakeholders and project managers, and refine on feedback.
- Maintain brand standards and compliance: secure brand-use permissions from partner organizations such as Dallas Theological Seminary and produce co-branded work to their guidelines; manage stock imagery and font licensing through iStock, Envato, and Unsplash.
- Drive process improvement and documented standard work that others can run without a designer: screen, social, and student-calendar templates that cut production time roughly in half; brand guides detailed enough for non-designers on ministry teams to produce on-brand work.

- Design executive presentation decks for senior staff and built the team's branded PowerPoint template on SharePoint so project managers and designers can work in the same deck simultaneously. Design awards and recognition pieces—framed prints, certificates, and gifts—for leadership, staff, volunteers, and attendees.

LEAD GRAPHIC DESIGNER | ART DIRECTION & BRAND DEVELOPMENT

Whole Web Works | Remote | March 2022 - May 2023

- Led the visual rebrand of Whole Web Works, developing a cohesive identity system and translating it across client-facing applications; coached the social media lead on applying it.
- Created custom branding, brand boards, digital graphics, and marketing materials for client accounts, managing scope, timelines, and deliverables across several brands at a time; built template systems for the agency's social media strategists.
- Coached a team members on brand strategy, visual consistency, and creative workflow; presented recommendations and guided clients through design decisions aligned with strategic objectives.

RELOCATION & FAMILY LEAVE | BANGKOK, THAILAND → FORT WORTH, TX

February 2019 - March 2022

Returned from six years in Thailand; relocation and family responsibilities through the COVID-19 period.

GRAPHIC DESIGNER

Grace Church | Bangkok, Thailand | April 2013 - February 2019

- Relocation and full-time Thai language school in preparation for cross-cultural work in Thailand; limited freelance design from April 2013 – January 2016.
- Developed the church's brand identity and visual communication systems across print, digital, promotional, and social media for an international congregation representing five nationalities, working with leaders to translate communication goals into effective visual solutions.
- Sourced and managed production with local Thai printers and apparel vendors entirely in Thai—large signage, banners, T-shirt orders, bulletins, and event materials.
- Built the Kids Church brand, area signage, and a first-visit welcome kit (branded tote, stickers, keychains, bookmarks, and coloring piece).
- Designed recurring print and digital campaigns for the church's free English classes.

CREATIVE TEAM LEAD

Vision Missions | Alpharetta, GA | January 2010 - April 2013

- Directed and mentored a team of six designers; taught foundational design principles and established consistent creative practices across the team.
- Designed annual event branding, table display kits, weekly screen rotations, marketing and social media campaigns from concept through execution; event attendance roughly doubled over the period as the team's output grew.

FREELANCE GRAPHIC DESIGNER

Cumming, GA | May 2008 – January 2010

Served small-business clients with identity packages, brochures, posters, flyers, and large-format display banners, from concept through production-ready files.

EDUCATION

Bachelor of Science, Graphic Design

Minor, Advertising

Pensacola Christian College, Pensacola, Florida | 2004–2008

SOFTWARE, TECHNOLOGY & LANGUAGE

Adobe Creative Cloud: Illustrator, Photoshop, InDesign, Firefly, Express, Lightroom, After Effects (basic)

AI-assisted production: OpenAI (GPT and image models), Claude and Claude Code, Adobe Firefly

Microsoft Office: PowerPoint, Keynote, SharePoint, Teams, Slack

WordPress • Canva • Function Point (project and budget tracking) • Motion (AI - static to motion graphics)

Languages: English | Thai (working proficiency)