

CUE, INC	DESIGNER	3/2006 ›
	<i>Identity, packaging, print, environment & interactive design. Art direction. Copywriting. Brand strategy.</i>	
	Rebranded Southern Comfort Liqueur, a three-year effort involving research, positioning, design, a global launch, production oversight, identity standards, a brand book & ongoing brand extensions.	
	Structured & analyzed consumer research to create testable package concepts for Jack Daniel's whiskey, resulting in the modernization of their bottle & identity.	
	Envisioned, designed & wrote a brand book for Jack Daniel's, defining the strategic & tactical foundations of the brand.	
	Repositioned, renamed & rebranded a global materials testing corporation: Element. As part of this process, defined communications strategy, oversaw web development & designed the identity, brand video & website.	
	Developed strategy & design solutions across a wide range of media & audiences, for clients such as Briggs & Stratton, Malt-O-Meal, Children's Theatre Co. & United Health Care.	
	Worked independently & collaboratively, managing production resources & junior designers.	
	Directed prominent photographers, illustrators & writers.	
WERNER DESIGN WERKS	INTERN DESIGNER	6/2005 › 1/2006
	<i>Identity, packaging, print, environment & interactive design.</i>	
	Contributed to the concept, design & production of an internationally awarded housing development brochure.	
	Designed & produced a boutique line of perfume packaging.	
TRUE IDENTITY	DESIGNER	5/2003 › 2/2005
	<i>Identity, print, environment & interactive design. Flash development. Art direction.</i>	
	Executed projects from concept through production while managing accounts for local cultural, entrepreneurial & corporate clients in Cedar Rapids, Iowa.	
	Designed & programmed an online career development application for Rockwell Collins, a Fortune 500 Company.	
IOWA STATE UNIVERSITY	BFA GRAPHIC DESIGN	5/2005
SKILLS	Adobe Creative Suite Bilingual: English & Polish Working knowledge of interactive technologies	
RECOGNITION	AIGA 365 28 CA Design Annual 47 Print '06, '09, '10 Design Annual Typography 27	