

## INTRODUCTION

I am a San Diego based graphic designer and photographer with over 20 years experience. I am pursuing opportunities with companies building great products, services and communities, and who are seeking creative team members with strong visual communication skills and work ethics.

## CONSULTING / CONTRACT

2000 – PRESENT • CREATIVE DIRECTOR

### LHIVER • Calgary / Beijing / SF Bay Area / San Diego

- consult to complete graphic design projects
- prepare quotes, proposals, invoices, delivery timelines
- custom logos / wordmarks / color theory
- typography / type design / visual systems
- print / publications / presentations / infographics
- website design & hosting / domain administration
- social media and ad campaigns

2020 – PRESENT • PHOTOGRAPHER

### EMBEREXI IMAGES • SF Bay Area / San Diego

- large corporate / private events
- couples / engagements / weddings
- family portraits / headshots
- studio & on-site lighting
- image editing / color grading / retouching
- videography / video editing
- drone photography / videography

2010 – PRESENT • DESIGN CONSULTANT

### Straight Bamboo TCM Clinic • Beijing / Flagstaff, AZ

- designed complete corporate identity and logo design
- print design: business card, letterhead, booklets, brochures
- custom WordPress website design, domain registration and administration, data hosting, video recording / editing

2008 – 2009 • DESIGN CONSULTANT

### Carden China • Beijing, China

- designed textbooks for ESL Chinese elementary school
- coordinated with curriculum writers and illustrators
- book design / page template design / page layout

## EMPLOYMENT TIMELINE

2018 – 2023 • INTAKE COORDINATOR / MEDIA SPECIALIST

### San Francisco Adult & Teen Challenge • San Francisco, CA

- interview prospective students & families
- provide guidance, support for substance abuse treatment plans
- studied mental health, child development, abnormal psychology
- in-house graphic design / photography / videography needs
- internal communications strategies / solutions

2016 – 2017 • SENIOR GRAPHIC DESIGNER

### Menlo Church • Menlo Park / San Mateo, CA

- support weekend services / print & web production
- design materials for community programs

2015 – 2017 • SENIOR GRAPHIC DESIGNER / PROJECT MANAGER

### Minuteman Press • San Mateo, CA

- creative direction / production team leadership
- print design and production / customer service

2014 – 2015 • GRAPHIC DESIGNER / PHOTOGRAPHER

### Teen Challenge NorWestCal Nevada • San José, CA

- design/copywrite newsletters, brochures, funding campaigns
- event, portrait and architectural photography
- social work, student leadership, mentoring, supervision

2009 – 2011 • ART DIRECTOR / GENERAL MANAGER

### Illuminant Partners • Beijing, China

- corporate identity design / creative team leadership
- R&D / discovery & requirements / quotes / proposals
- coordinated with designers, copywriters, translators
- ensured identity standards compliance
- office operations / payroll duties

2009 • ART DIRECTOR

### Time Out Beijing • Beijing, China

- magazine art direction / layout / copywriting / editing
- designed article features / photography assignments



## ... CONSULTING CONTINUED

2008 – 2009 • BOOK DESIGNER

### **EMMEDIA Gallery & Production Society • Calgary, Canada**

- designed commemorative history book
- designed semi-annual magazine over 1-year contract
- created & implemented typography / identity standards

2008 – 2009 • PRINT DESIGNER

### **Mountain Standard Time • Calgary, Canada**

- designed festival program guide booklet and supplementary print and web advertising materials

2006 – 2008 • IDENTITY DESIGNER

### **Beaners Fun Cuts • Calgary, Canada**

- corporate identity and visual standards manual
- redesigned brand materials to follow identity guidelines
- assisted development of franchise-wide quality-control for advertising, store build-outs, product design, signage, printing

2007 • IDENTITY DESIGNER

### **Entero Corporation Inc • Calgary, Canada**

- redesigned company logotype / wordmark
- designed and printed complete corporate identity package

2006 • PRINT DESIGNER

### **TRUCK Gallery • Calgary, Canada**

- designed & printed program booklets

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## AWARDS

### **ROYAL CONSERVATORY OF MUSIC (CANADA)**

- Rudiments of Music Theory 1 & 2:  
First Class Honours with Distinction
- Piano, Grades 5, 6, 7 & 9 Practical Examinations:  
First Class Honours

### **PHOTOGRAPHY AWARDS & ACHIEVEMENTS**

- San Mateo Bay Meadows (#baymeadowslife) Photo Contest  
Winner of the Month, October 2014
- Visual Supply Co. (vsco®) Curated Grid™  
“With Honor” - Multiple Feature Selections
- Visual Supply Co. (vsco®) & Levi’s® Commuter™  
“With Honor” - Multiple Feature Selections
- Visual Supply Co. (vsco®) Community Spotlight  
typography project : NatureType.com  
<https://vsco.co/typeinthewild/journal/typography-in-nature>

## ... EMPLOYMENT CONTINUED

2007 – 2008 • LIGHTING TECHNICIAN

### **Jean Perron / Drew Myers / Ted Knude • Calgary, Canada**

- organize sessions; coordinate, transport gear and supplies
- set-up / strike-down photography and lighting equipment
- process and deliver digital images for print and screen

2004 – 2005 • PRODUCTION ARTIST

### **RenoWorks Software Inc • Calgary, Canada**

- software startup product branding, packaging, identity design
- website design, coding in HTML / CSS / Javascript
- product photography, image processing, color matching

2003 – 2005 • PARTNER / CREATIVE DIRECTOR

### **L’hiver Recording Co • Calgary, Canada**

- created complete record label corporate identity standards
- designed websites and all print materials
- independently distributed recorded works

2002 – 2003 • PRODUCTION DESIGNER

### **Cygnus Sign Systems Ltd • Calgary, Canada**

- typesetting / silkscreen & digital printing
- signage design, fabrication, production
- installation

2000 – 2002 • GRAPHIC DESIGNER

### **Westside King’s Church • Calgary, Canada**

- corporate identity design & implementation
- website design / print design / presentations

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## SKILLS & STRENGTHS

- Expert in Adobe Creative Suite
- Typography & Type Design
- Photography / Photo & Video Editing
- WordPress / HTML / CSS / Javascript / PHP / MySQL
- Verbal & Written Communication / Public Speaking

## PERSONAL PURSUITS

- Music & Production / Sound Engineering
- Hiking / Mountain Biking / Soccer / Climbing
- DIY Home Projects, Remodeling, Woodworking
- Psychology / Mental Health
- Reading, Writing
- Cooking