

PROFILE

Creative. Analytical. Tech-savvy. Agile. Resourceful. Problem-solver. Hero. A multidisciplinary creative with 20+ years experience fusing artistry and strategy to make ideas tangible—delivering results with a collaborative spirit and an entrepreneurial perspective.

EXPERIENCE

6/2023 – 8/2025

Senior Graphic Designer, Internal Communications

Pinion, LLC - Kansas City, KS (Remote)

Graphic design, copywriting, and project management for a multinational accounting firm's internal communications. Channels included intranet (Mango Apps), email campaigns (Workshop), presentation design (Genially, PowerPoint), videos (Premiere, After Effects), infographics (Illustrator, Photoshop), and internal documents (InDesign, Word, Acrobat).

Achievements

- + Elevated internal communications to a level exceeding the quality of the firm's public-facing branding
- + Expanded software proficiencies (Canva, Workshop email, Mango Apps CMS, Genially, Monday.com)
- + Initiated use of AI image and copy generation tools (DALL-E, Midjourney, ChatGPT, Microsoft Copilot, etc.)
- + Developed internal communications brand guidelines where none existed
- + Collaborated directly with executive leadership on presentations, digital collateral, and print collateral
- + Achieved consistent praise from co-workers for consistently exceeding expectations

6/2020 – 4/2023

Senior Graphic Designer, Health Systems & Government Services

AmerisourceBergen/Cencora - Conshohocken, PA (Remote)

Brand designer for a Fortune 8 pharmaceutical distributor and healthcare solutions provider. Art directed and created digital and print collateral for customer acquisition in collaboration with business development team, marketing team, copywriters, and external agencies.

Achievements

- + Contributed to enterprise-wide rebranding in collaboration with a major multinational brand consultancy, leading workstreams of brand iconography, brand integrity enforcement, and Aprimo digital asset management
- + Created annual flu vaccine program video in Adobe Premiere featuring After Effects motion graphics
- + Art directed a photoshoot and video production to market a new healthcare technology service to hospital systems
- + Designed, copy edited, and built Marketing Cloud emails for internal and external campaigns
- + Built landing pages in Ceros CMS

4/2001 – 5/2020

Art Director/Principal, Marketing Communications

Pixelthink Creative - Dallas, TX

Achievements

- + Made napkin sketches reality for clients in healthcare, technology, hospitality, fashion, interior design, architecture, and real estate for over 19 years
- + Managed digital, print, and environmental graphic workflows including project management, budgeting, vendor coordination, design, prepress, and installations to deliver on-time, on-budget projects
- + Created logos, identity systems, branding, illustrations, print collateral, direct mail, brochures, print ads, environmental graphics, and wayfinding signage
- + Created digital content including photography, illustrations, email marketing, presentations, and motion graphics
- + Designed, developed, and maintained websites using WordPress, HTML/CSS, and Wix

1997 – 2001

Art Director & Marketing Manager

William Reid LLC/Billy Reid LLC - Dallas & New York

Achievements

- + Shortly after coming on as a graphic design consultant I become the de facto marketing agency, helping establish and legitimize a start-up luxury brand through multichannel marketing, far exceeding anticipated orders at market
- + Project managed, art directed, and created website, photoshoots, identity, press kit, lookbooks, print advertising, and retail partner marketing (e.g., Saks Fifth Avenue, Stanley Korshak, PGA Tour Apparel)

EDUCATION

Arizona State University
BSc Industrial Design, cum laude (3.4 GPA)

SKILLS

PROFICIENT

Art direction
Branding/logos/identity
Print collateral
Print advertising
Prepress
Infographic design
Environmental design
Wayfinding design
Website development/UX/UI
Presentation design
Illustration
Direct mail

INTERMEDIATE

Copywriting, naming, taglines
Photography
Video production
Email marketing
SEO/SEM
AI prompting

SOFTWARE

PROFICIENT

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat)
Microsoft Word, PowerPoint, Outlook, Teams
WordPress CMS
Genially
Canva
AI (Midjourney, DALL-E, ChatGPT)
Monday.com
Smartsheet
Workshop email

INTERMEDIATE

Figma
Adobe Premiere, After Effects, XD
Microsoft Excel
Salesforce Marketing Cloud
Ceros CMS
Mango Apps CMS
Aprimo digital asset management

PERSONAL

RESENT ART COMMISSIONS

- + 2024: Public Art for Lake Highlands Public Improvement District, Dallas
- + 2023: Public Art for Lake Highlands Public Improvement District, Dallas
- + 2018: Donor Wall for N. Dallas Chamber of Commerce
- + 2016: Donor Wall for Greenhill School, Addison, TX

ART EXHIBITIONS

- + 2017, 2018, 2019: Art Conspiracy
- + 2017, 2018, 2019: Kettle Art - *For the Love of Kettle*
- + 2017, 2018, 2019: Kettle Art - *For the Love of Artists*
- + 2017: Kettle Art - *Birds vs. Skulls vs. Cats*
- + 2017: Kettle Art - *75226-PIX Photo Challenge*
- + 2015: Dallas Arboretum Garden Gallery
- + 2012: Dallas Arboretum Garden Gallery

SOCIAL MEDIA ATTRIBUTIONS

- + 2024: Nasher Sculpture Center, Dallas, TX
Instagram photo - Renzo Piano stairway
- + 2020: Dallas Photography Group
Facebook page featured image


GENERAL INTERESTS

Making, photography, woodworking, silkscreening, mixed media and digital art, fitness

VOLUNTEERING

Dallas Makerspace
Kettle Art contributing artist

SOCIAL

 Instagram
@pixelthinking

 LinkedIn
linkedin.com/in/pixelthinker