



SPLASH! The weight of the impact tilts the info on the page.
A creative professional that jumps in and makes a difference.

I am a strategist.

If there's one thing I've learned from my training and career as a designer, it's that when creating, everything should have purpose. Every stroke on the canvas, every breath on the mic, every line on a page or hue in a logo, whether subtle or vibrant, or even seemingly accidental, needs intention behind it. I incorporate this philosophy into my work, which is my passion, and my passion is to create, whether it be art, music, communicative experiences or a combination thereof. The challenge I constantly place on myself is to produce something extremely thought-out that seems totally natural and effortless.

In recent years I've become increasingly involved in, and aware of, brand strategy and how much it influences the outcome of a particular message. The conception, implementation and development of powerful branding can define and enhance the face of entities from products to individuals to corporations. Well-defined branding need not be literal in its interpretation; on its most basic level, it need only evoke a feeling or provide an experience that is readily associated with the entity it serves to define. This fundamental idea is what I ultimately seek to display and provide in my work.

I am especially interested in retail branding. As the age of individuality rises and mass-marketing fails, it is increasingly important that brands become much more than a label; they must provide a unique lifestyle for the targeted individual. Finding, or more appropriately, inventing, the proper niche to support your creative endeavors is ever valuable, and engaging that niche so that they feel immersed in a culture, rather than harassed by advertisement, establishes credibility. Since who-can-scream-the-loudest marketing has all but become white noise, whispering is the new frontier. Power to the culture, let the culture have a subtle voice, and let the subtle voice be intentional.

My goal is to become the ultimate brand strategist. I started out as an illustrator, but my professional design experience includes advertising, direct marketing, packaging and logos/identities/style guides. I have also successfully done brochures, web sites, and other collateral pieces, both corporate and whimsical. Whatever the project, I keep the theme in focus and analyze all possible angles or viewpoints of interpretation to ensure the message is clear and the effect is potent. Nothing dilutes a great campaign faster than a confusing message.

I'm highly-motivated and am the type of person that will find or make projects for myself when there's nothing else to do. Many of these projects involve developing logos and identities for fictitious apparel or sporting goods brands. I turned one of these into a real apparel company called So Good Comfies. I learned as I went, and came away with valuable experience as an entrepreneur.

Though naturally easy-going, I am obsessed with "the details" and constantly attempt to push the envelope of whatever I am involved in. I approach every task with vigor and am always willing to at least try whatever is put before me. I have lofty goals, but I'm not afraid of the dirty work. I immerse myself in the project; my tagline says it all:

