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Multi-faceted and passionate professional experienced in graphic design, brand building and managing people. Specializing in the creation of visual solutions to communication problems.

Summary

- Solution oriented graphic designer who thrives in challenging situations and enjoys seeing projects through from concept to completion.
- Creative thinker with a keen eye for detail, combining technical expertise and strong interpersonal skills to deliver high-quality design solutions.
- Comfortable working independently and in team environments, managing and collaborating with direct and indirect reports through each stage of the design process.

Professional Experience

Apex Tool Group, LLC.
GEARWRENCH - Creative Manager

Feb. 2016 - Jan. 2025

My main role is to ensure the delivery of marketing materials across a multi-disciplinary team on time and with a superior level of quality. In this role, I am responsible for all visual brand communications and integration of the company mission, vision, values. I earned the role of Creative Manager after spending 5 years as a Graphic Designer for the GEARWRENCH brand.

- **Team Leadership & Operations:** Managed a team of 3-5 direct and indirect reports, overseeing daily operations, project coordination, and final design approvals to ensure smooth workflows and successful project completion.
- **Branding & Design:** Led the design, development, and implementation of two full-scale rebrandings, including logos, packaging, marketing materials, vehicle wraps, trade show displays, and collateral for all business functions.
- **Project Management:** Oversaw multiple concurrent creative projects, balancing tight deadlines, budget constraints, and market requirements to deliver high-quality designs aligned with corporate goals.
- **Client & Stakeholder Presentations:** Delivered weekly and monthly presentations of creative work to internal teams, external customers, and global leadership, showcasing design progress and ensuring alignment with business objectives.
- **Strategic Collaboration:** Partnered with product managers and senior leadership to define and execute strategies that meet both business and customer needs.
- **Quality Control & Brand Consistency:** Ensured adherence to brand standards, overseeing proofing and quality control for all finalized artwork across the team to maintain consistency across projects.
- **Partnership Support:** Executed the creation and management of all visual content across multiple platforms, driving brand consistency and engagement for a diverse range of motorsports partners.
- **File Management & Archiving:** Developed and implemented a streamlined file archiving system to ensure easy access to working files for external customers and international affiliates.

Professional Experience Continued

Downtime Designs Owner

May 2004 - Current

I started freelancing as a way to pay my college tuition and have been able to keep a continual roster of clients for almost twenty years. This has been both a creative outlet and an effective learning tool in the development of my craft.

- Client Management: Build and nurture strong client relationships, offering expert guidance on the creative process, production workflows, and marketing strategies.
- Vendor & Campaign Optimization: Manage third-party vendors, including printers, while analyzing campaign results to uncover cost-saving opportunities and drive continuous improvements.
- Specialized Design Support: Provide graphic design and illustration expertise to the world leader in respiratory protective equipment, supporting the Department of Defense, U.S. Military, and law enforcement agencies.
- Event Design & Branding: Conceptualized and branded over 30 high-profile events for clients such as Under Armour, McCormick, and Johns Hopkins University, ensuring impactful brand experiences.

Reed Street Productions Senior Graphic Designer

Feb. 2012 - Mar. 2013

In 2012, I became the senior graphic designer for an exploding start-up creating fun and interactive events all across the country. "Mud-Runs" were all the rage, and we were on the forefront with our Zombie theme. Through a very tough year, I was able to create a brand from a napkin concept and turn that into a multi-million dollar company within 14 months.

- Creative Process & Branding: Delivered expert guidance on the creative process for both print and web, driving design and marketing process improvements, while establishing cohesive branding for Reed Street Productions, Run For Your Lives, and Dare Theory brands
- Cross-Functional Collaboration: Cultivated and managed key relationships with event sponsors, investment teams, and cross-functional departments (operations, marketing, merchandising) to execute a series of successful nationwide events.

Education

Millersville University Bachelor of Arts Degree in Art - Concentration in Graphic Design Minor in English - Concentration in Journalism

2002 - 2006

- Worked as a photographer and illustrator on "The Snapper" student newspaper.
- Member of the Student Activities Committee.
- Started, organized, promoted and ran the annual University Car Show.

Key Skills

Adobe Creative Cloud
Illustrator, Photoshop, InDesign
Microsoft Programs
Trade Show Displays
DAM (Digital Asset Management)
Photography/Photo Editing

Brand Development
Project Management
Experiential Marketing
Point of Purchase/Signage
Technical Illustration
Social Media Graphics

Art Direction
Packaging
Typography
Copywriting
Event Planning
Team Leadership