

Work Experience

- 2004–Present **Lauren Hybinette Creative–Creative Director, Designer**
Castle in the Pines
–Developed an entire brand strategy from print to web media
–Website designed and coded for Wordpress
Evil Bunny
–Developed branding for launch of a new software company
Friends of Berthoud Pass
United States Ski and Snowboard Association
- 2010–2012 **Sopris Learning–Senior Graphic Designer**
–Tested user interface design to get the best response on email campaigns
–Created interactive landing pages using JavaScript
–Coded all landing pages and email blasts
–Ability to troubleshoot HTML and PHP to find reasons for errors
–Deployed email and managed database in Silverpop
–Provided art direction for the 2012 catalog
–Developed look and feel of the entire e–marketing campaign
–Increased sales by 28% year to date with digital marketing
–Mentored production artists
- 2008–2010 **Tucker Advisory Group–Graphic Designer**
–Developed a series of ads for national newspapers including USA Today
–Established branding for large events and trade shows
–Generated design and executed merge of XML data for direct mail
–Developed system for quarterly newsletter order for 200 clients
–Designed website templates for client use
–Negotiated with local Xerox dealer for a production printer
–Supervised production artists
- 2005–2008 **Tuff Shed–Graphic Designer**
–Lead designer for all retail marketing design needs
–Attended press checks for color critical print jobs
–Designed and maintained retail price sheets for 56 retail locations
–Developed newspaper ads for all retail locations
–Updated and maintained photo catalog of building images

Other Experience and Awards

- November 2011 **Startup Weekend Denver–1st Place**
–Art Direction, Illustration, Front-end Development and User Interface Design
- March 2011 **HOW Magazine–Finding Your Focus**
–Contributor
- March 2011 **HOW Blog–Catching Up with a Creative Freelancer**
–Interview
- 2010–2011 **Loveland Ski Area–Ski Instructor**
–Passing my love of skiing onto the next generation
- 2010–Present **Friends of Berthoud Pass–On Snow Avalanche Safety Instructor**
–Volunteer

Education

- 2005 **The School of the Art Institute of Chicago**
–Bachelor of Fine Arts, Visual Communications

Skills

- Software** InDesign CS5, Illustrator CS5, Photoshop CS5, Dreamweaver CS5, Flash CS5
Technical HTML, CSS, HTML5, CSS3, Wordpress, Silverpop, Letterpress, Screen Printing, Paper Making, Book Binding

Special Interests

- Skiing, Ski Mountaineering, Mountain Biking, Cycling, Backpacking, Closet Foodie, Love Trying New Recipes, Learning About Different Cultures