

01 Experience

Senior Graphic Design Manager

FC DALLAS | FRISCO, TX

JAN 2024 - PRESENT

- ✦ Effectively managed over 2,100 projects on a year to year basis, with nearly 10% of all requests being marked rush, ensuring timely completion despite high pressure.
- ✦ Translate client feedback into improvements while building and maintain positive client relationships.
- ✦ Address design challenges creatively while providing solutions to design issues and adapting to changes in project scope.
- ✦ Provide clear direction and guidance and foster a positive and collaborative work environment.
- ✦ Led the creative team to achieve a 100% on-time delivery rate for over 8,000 deliverables annually.
- ✦ Leveraged creative thinking to develop cost-effective design solutions, consistently delivering projects within budget while maintaining high-quality standards.
- ✦ Directed and managed a team of 3+ talented designers, fostering a collaborative and creative work environment.
- ✦ Developed the 2023, 2024, & 2025 campaign look for static graphics, aligning with the team's branding guidelines and ensuring consistent visual messaging across various platforms.
- ✦ Collaborated closely with cross-functional departments throughout the organization to align design efforts with overall business objectives.
- ✦ Led and contributed to high-level design projects both in-stadium and across the DFW metroplex, driving visual excellence and brand consistency.
- ✦ Increased matchday impressions on social by 50% in year over year total impressions and valuation by 66% in year over year.

Graphic Designer | Motion Graphic Designer

FC DALLAS | FRISCO, TX

OCT 2020 - AUG 2022

- ✦ Utilized Adobe AfterEffects to produce on-brand animated LEDs, elevating event presentation standards during matchdays and creating a memorable fan experience.
- ✦ Amplified social media reach by creating engaging animated social images for diverse platforms, including Facebook, Instagram, TikTok, and X.
- ✦ Assisted in developing animated assets for properties such as FC Dallas, National Soccer Hall of Fame, and North Texas SC, reinforcing the brand identity.

Graphic Designer

FC DALLAS | FRISCO, TX

SEPT 2019 - OCT 2020

- ✦ Produced visual content for various associated properties of FC Dallas.
- ✦ Developed templates within Adobe Illustrator, streamlining the design process and maintaining brand consistency.
- ✦ Collaborated effectively with external agencies and vendors on print projects ensuring successful execution within project parameters.
- ✦ Conceptualized and designed exclusive merchandise for sale in the team store and as promotional items, enhancing fan loyalty.

02 Achievements & Certificates

GOOGLE | OCT 2021
Start the UX Design Process

GOOGLE | AUG 2021
Foundations Of User Experience

GOOGLE | MAY 2021
Fundamentals Of Digital Marketing

SCAD | NOV 2018
Magna Cum Laude Graduate

SCAD | SEPT 2015 - NOV 2018
Dean's List

Education

BFA: Graphic Design | Minor: Motion Media
Savannah College of Art and Design

Skills

Adobe AfterEffects	Adobe Photoshop	Microsoft PowerPoint	Proto.io	Large Format
Adobe Illustrator	Microsoft Excel	Photo	Paid Media	Print Setup
Adobe Indesign	Spreadsheet	Editing/Manipulation	Email	Campaign Development