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Seasoned Production Designer and Senior Graphic Designer with over 15 years of experience delivering digital and print assets for global brands, luxury retail, pharmaceutical, and financial services organizations. Experience includes work for Apple through Hogarth, Evoke's healthcare clients, Restoration Hardware, and Financial Engines. Expert in Photoshop and InDesign, with strong Figma

skills and deep experience in localization workflows, template-driven production, email and web asset creation, landing pages, homepages, and production-ready file preparation. Known for precision, fast turnaround, organized workflows, and strong collaboration with creative, project management, and production teams.

Areas of Expertise

- ✓ Graphic Design (Print & Digital).
- ✓ Digital Production & Asset Management.
- ✓ Localization & Versioning.
- ✓ Template-Driven Production.
- ✓ Email Marketing & Web Assets.
- ✓ Prepress & Print Production.
- ✓ Localization Workflows & Template Updates.
- ✓ Project & Workflow Management.
- ✓ Cross-Functional Collaboration.
- ✓ File Organization & Handoff Preparation.
- ✓ Production Accuracy & Quality Control.
- ✓ Photoshop, InDesign, and Figma.
- ✓ Vendor & Stakeholder Coordination.
- ✓ Website, Landing Page, and Email Asset Production

Professional Experience

Mt Burdell Marketing Solutions – Novato, CA
Creative Lead & Production Specialist

March 2026 – Present

Designed, launched, and maintained websites tailored to client needs, enhancing digital presence and customer engagement. Developed compelling brand identities, including logos, print collateral, and promotional materials, to strengthen brand recognition. Directed project timelines, asset organization, and vendor and freelancer collaboration to ensure seamless execution of design and marketing initiatives. Produced high-quality print materials such as annual reports, catalogs, and postcards to support clients' marketing efforts. Designed and developed marketing and sales materials for global healthcare clients, including Iovance, Orca Bio, Edwards and more.

Selected Accomplishments:

- ✓ Designed, built, and managed several websites from concept to launch using Figma, WordPress, and Elementor, ensuring usability and smooth functionality.
- ✓ Drove audience engagement and business growth by creating targeted email marketing campaigns and social media strategies, and integrated email marketing campaigns using Mailchimp.
- ✓ Produced high-quality printed reports for consultants across Santa Cruz, Tulare, Santa Clara, and Riverside counties.
- ✓ Produced high-quality marketing and sales materials while providing project-management support to ensure online and offline deliverables were completed on time and within budget through effective coordination and resource management.

Neilmed Pharmaceuticals – Santa Rosa, CA
Graphic Designer and Production Artist (Contract)

August 2025 – March 2026

Created packaging and marketing materials for the company's cosmetics and pharmaceutical product lines. Managed the full visual development process from initial concept through final production, including box designs, labels, information sheets, trade show posters, specialty packaging, and other customer-facing marketing materials.

Hogarth – Cupertino, CA
Graphic Production Artist (Contract)

April 2025 – August 2025

Supported Apple product launch campaigns by producing and updating a high volume of digital assets for the U.S. market, including retail partners such as Best Buy and Amazon, as well as international markets. Created banners, emails, marketing pages, toolkits, and sales materials while managing Photoshop-based localization workflows, flowing translated copy into approved layouts, tracking versions, and organizing files for global distribution. Collaborated with cross-functional teams to ensure accuracy, brand consistency, and on-time delivery under tight deadlines.

Designed and developed marketing and sales materials for global healthcare clients, including Lundbeck, Seagen, Neutrogena, Bristol Myers Squibb, and Amgen. Created digital assets for websites, animated banners, and social media advertisements across platforms such as Facebook and Instagram. Produced high-quality print and online marketing materials to ensure brand consistency and engagement. Utilized Figma, After Effects, Premiere Pro, Adobe InDesign, Photoshop, and Illustrator to craft compelling visual content that enhanced campaign effectiveness.

Selected Accomplishments:

- ✓ Enhanced digital engagement and brand visibility by developing video assets for websites, social media, and Google Ads.
- ✓ Acted as Lead Production Artist for Vyepti.com; created website and email assets and aided creative team with presentations.
- ✓ Served as an interdepartmental liaison, fostering collaboration across teams to streamline workflows and ensure project success.
- ✓ Supported brand messaging and business objectives by collaborating cross-functionally in executing robust creative strategies.
- ✓ Provided project management support, ensuring on-time and within-budget production through effective coordination and resource management.

Restoration Hardware – Corte Madera
Production Artist (Creative Circle Contract)

June 2019 – February 2020

Produced catalog layouts and production files using Adobe InDesign and Photoshop, managing image updates, page revisions, copy changes, and final file preparation in a high-volume production environment. Maintained visual consistency, accuracy, and deadline discipline across catalog assets and versioned materials.

Financial Engines (acquired by Edelman) – Sunnyvale, CA
Production Manager

December 2010 – November 2017

Oversaw daily production workflows, ensuring tasks were completed on time and met quality standards. Enhanced team collaboration through clear task lists, issue tracking, and status meetings, keeping projects on track and exceeding expectations. Monitored and enforced compliance requirements, with a focus on ensuring all materials adhered to industry and regulatory standards.

Selected Accomplishments:

- ✓ Reduced production cycle time from 24 hours to 30 minutes by executing data merge automation and an online printer system.
- ✓ Prioritized tasks based on business needs, improving project flow from simple documents to complex communication overhauls.
- ✓ Enhanced marketing team efficiency by partnering with senior management in identifying and executing new collaboration tools.
- ✓ Maintained project momentum and met challenging deadlines by utilizing task lists, issue tracking, and status meetings.
- ✓ Delivered over 700 projects annually by optimizing workflows and maintaining design consistency across multiple initiatives.
- ✓ Managed timelines, asset sharing, and design consistency across multiple initiatives.

Education & Professional Development

Faculdade Carioca de Informática – Rio de Janeiro, Brazil

Center for Electronic Arts – San Francisco, CA AAN
Workshop – Training in Photoshop, Illustrator, and InDesign

Harvard Manage Mentor Programs & Lynda.com – Skill development courses provided by Financial Engines

Ongoing education using several platforms, like Coursera, to keep my skills sharp and current.

Artificial Intelligence

Through hands-on work with AI tools, I have strengthened my skills and improved content, developed and refined website designs, and created professional portfolio materials. I have applied AI to turn ideas into polished digital assets, enhance written communication, and better understand web design elements such as CSS, layout, and visual presentation, as well as web development elements such as plugins and online systems.

Additional Experience (2004 – 2010)

Haggin Marketing – Mill Valley, CA
Production Artist and Production Manager

Republic of Tea – Novato, CA
Freelance Production Artist

Sonoma Bath Company – Santa Rosa, CA
Graphic Designer, Production Manager

Pacific Sun (Weekly Newspaper) – Mill Valley, CA
Production Manager / Art Director



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