

Summary

Creative leader with over a decade of experience aligning big ideas with brand systems and business strategy. Grew from print and digital design into full-scale campaigns, including national TV and NFL sponsorship work at USAA, with the best habits of agency, in-house, and product teams: agency speed, in-house brand loyalty, and a product team's refusal to call anything finished. Holds degrees in graphic design and computer science, and leads a multidisciplinary Media & Tech team at WGU Academy through AI adoption, creative process design, and team growth.

Expertise

Creative Direction & Brand	Creative Direction & Concepting, Brand Systems & Standards, Art Direction for Photo & Video, Campaign Development, Visual Direction Aligned to Business Goals
Leadership & Operations	Multidisciplinary Team Leadership, Mentorship & Team Culture, Hiring & Interview Frameworks, Creative Process & Workflow Design, Resourcing & Capacity Planning, Change Management
Creative Technology & AI	AI Adoption Strategy, AI-Enabled Creative Workflows with Claude, Figma Design Systems, Web & Interactive (HTML / CSS / JS), Adobe Creative Cloud, Motion Graphics & Video

Experience

Manager, Design (Media & Tech) WGU Academy · Salt Lake City, UT	Aug 2025 – Present
- Lead the Media & Tech team of 9 direct reports (7 to 17 across three reorganizations), spanning multimedia design, front-end development, content writing, and student communications. The team is scaling from 32 products to an FY27 plan of 16 certificates, 24 degree pathway courses, and 8 continuous improvement cycles. - Led an initiative to reduce the company's learning resource costs. One project alone, moving student resources for tech-based certificates from GitLab to GitHub, cut about \$23,000 a year. - Launched and led a business process reengineering initiative, building value stream and process flow maps of the product lifecycle to find bottlenecks and wait time and target AI automation. One result cut assessment development tasks from 3 days to a few hours. - Created and pitched the Learning Systems Engineer role, a front-end developer position that pairs Open edX development with AI enablement, and hired 3 people into it to build tools that make every role in the department more efficient. - Established a staged development timeline with quality gates, replacing a rushed build process. Moved the team to a module-by-module workflow in two-week sprints, so designers and developers could build and review each module as soon as its writing was done, keeping every role working in parallel. - Directed event design for the company's annual summit, creating environmental graphics and working with print vendors to produce the signage and collateral installed throughout the hotel. - Led the build of a Figma-to-Kiro-to-Open edX component generation workflow, with ideation and user testing built in to collect data on whether each component works and supports its learning objectives. - Rebuilt quality assurance as a process that runs throughout the product lifecycle, using automated tooling to replace a manual, 8-hour end-to-end review meeting.	
Lead Multimedia Designer WGU Academy · Salt Lake City, UT	Oct 2023 – Aug 2025
Led and mentored a team of 4 multimedia designers ranging from junior to senior, setting project direction and building their skills in bringing learning experiences to life.	

- Brought an agency approach to course design, treating each certificate like a client in its own industry, so courses from nursing to data analytics shared WGU brand standards but used imagery and interactions true to their field.
- Led the creation of a product build book that brought visual, writing, and development standards, along with other learning experience processes, into one reference for the team.

Sr. Graphic Designer II

May 2021 - Oct 2023

USAA · San Antonio, TX

- Designed advertising and marketing for USAA's sports sponsorship program and for campaigns aimed at Gen Z active duty service members, along with credit card, banking, and insurance products.
- Managed the NFL stadium graphics program, producing about 470 LED board designs built to each stadium's specs with consistent messaging across USAA's NFL team partnerships.
- Art directed photo and video shoots from planning through production, including a Gen Z campaign shoot. Helped cast models and worked on set with the photographer to direct shots and talent.
- Collaborated with writers on scripts for national NFL TV commercials and on paid social media ads.
- Key projects: Army-Navy Football, San Antonio Airport, Active Duty campaigns, 100-Year Anniversary, NFL Sponsorship.

Web Designer & Marketing Manager

Oct 2020 - May 2021

Row Business Solutions · New Braunfels, TX

- Strategized and designed websites and marketing campaigns focused on business growth objectives and user experience.
- Led client communication, discovery, and project management across the design process.
- Identified user pain points and optimized brand presence and sales conversion metrics.
- Managed content strategy through email and social media marketing initiatives.

Graphic Designer

May 2019 - Jan 2020

Vant Marketing · New Braunfels, TX

- Developed websites, landing pages, motion graphics, and digital marketing assets focused on the full sales funnel.
- Led client discovery meetings to align design solutions with business needs.
- Collaborated with designers, writers, and analysts to deliver targeted campaigns.
- Key clients included Santikos Entertainment and Valero Alamo Bowl.

Lead Graphic Designer

Sep 2017 - Oct 2018

The Beytin Agency · Arlington, VA

- Designed and directed political campaign materials across print, digital, and TV channels.
- Led high-volume production, creating 5-8 direct mailers daily in a fast-paced environment.
- Designed the agency's brand identity, website, and print collateral.
- Supported photo and video production activities on major campaigns.

Design Intern

Aug 2014 - Jan 2016

The Graphic Hive & Converge Gallery · Williamsport, PA

- Assisted in designing digital and print materials for clients and gallery exhibitions.
- Supported branding, web design, and content development projects.

Education

Master of Business Administration	Western Governors University	Expected 2027
Bachelor of Science, Computer Science	Western Governors University	2025
Bachelor of Science, Graphic Design	Pennsylvania College of Technology	2017