



Design. Innovate. Repeat

## Who Am I?

I am firstly creative and secondarily visual. As a designer, my life revolves around Internet browsers, sheets of paper, mobile screens and apps. The exploration and motivation in my career is finding new ways to innovate creative solutions to accomplish visual needs.

Almost regardless of what the pursuit is, I naturally make it my sole objective to achieve the best possible outcome. Whether it is for design layouts, or simply the perfect cup of coffee, I hold deeply the ingrained belief that if something is worth starting; it is worth doing fully and well. For you, this means that I give great effort and meticulous attention to every detail and larger concept, from the earliest sketches to final compositions.

Every project is representative of unique individuals, deserving of a fresh, insightful visual articulation of his or her personal vision—never a poorly strategized solution. I believe that the people behind the project are just as important as the project itself. Designs that seek to represent these people and their conversation are clearer, possess more impact, and are simply stronger.

I believe in crafting designs with purpose and with equal emphasis given to conceptual development, technical execution, and level of impact.

Keeping integrity at the forefront of my business practices is important to me; I believe that this is the easiest and most practical way to an effective design. Through my ten+ years of design experience I have learned that when a designer is trusted by their team the product resulting from that relationship will always yield an effective result.

Finally, I strive to keep my designing process as open and influenced as possible, allowing for a stronger collective result; naturally producing work that is intuitive. This is where designs become multi-layered in concept, strong in communication, and innovative in the delivery of it's messages.