

EXPERIENCE

LuciaCreative .. (2007-present)

OWNER/CREATIVE DIRECTOR

Freelance creative studio focusing on design, art and writing providing new business strategies, promotional marketing, corporate identity, web interface, advertising design and copy writing. Secondary communications strategies include, research and assessment, business development.

clients: Dharma Boutique, Prana, The Alexis Agency, Dubai Aerospace Enterprise (DAE University and DAE Capital), Luxe Magazine, Spa Magazine, Susan Bernofsky, Romemu

Fuelfactor .. (2000-2007)

OWNER/CREATIVE DIRECTOR

Freelance 'Brand Expression' studio providing collaborative design strategies including: research, corporate identity, product development and design, and web interface. Secondary communications include, business development, marketing promotions and interior design.

clients: Dr. Kathryn Cramer, United Nations, USAToday, Tinwood Media, Bodylove, Dunhill, Inform Fitness, The Yoga Society of New York, Smart Money.com, Cosmopolitan Cosmetics: Anna Sui, Escada, Charles Jourdan

Belk Mignogna Associates [Redsky] .. (1998-2000)

GRAPHIC DESIGNER/NEW MEDIA STRATEGIST

Corporate Communications firm specializing in Annual Reports and Corporate Identity including: New Media Strategy developing projects in Print, Corporate Branding and Web.

clients: Lehman Brothers, Nickelodeon Online, Bestselections.com, Dow Jones, Exult, Alfred Dunhill

C.A.R. Design .. (1995-1998)

FREE LANCE DESIGNER

Designed and produced promotions, textiles and stationery. Marketed and exhibited art and design projects for trade shows and galleries.

clients: Elson & Company, Carlyle Development Group, Morris & Fellows, Immaculate Baking Company

Nexus Press .. (1994-1995)

MARKETING INTERN

Non-profit Publishing House specializing in Artists' Books and concept pieces.

Strategy and Design
Copy Writing and Editing
Project management –
including proposal writing, production
and delivery. Account management
Client Relations

Strategy
Design and Implementation
Copy Writing and Editing
New Business
Project Management – including
proposal writing, production
and delivery

Designer: Annual Reports
Designer: Corporate Collateral
Designer: Brand Identities
Strategy Intern: New Media Strategies

Art and Design
Business promotions
Marketing
Production

Sales and Distribution
Target Marketing
Trade Shows
Budget Preparation

EDUCATION

Portfolio Center (Atlanta).. (1996-1998)

Graphic Design, Art Direction, Copy Writing, and Illustration.

Art Academy of Cincinnati .. (1992-1995)

Bachelor of Fine Arts .. Printmaking and Painting

Emory University (Atlanta).. (1987-1991)

Bachelor of Arts .. English and Philosophy

Yoga and Polarity Center (New York).. (2001-2004)

Polarity and Cranial Sacral Certification

Ecoversity (Sante Fe).. (2006)

Permaculture Design Certification

Alpha Institute (Florida).. (2008)

Massage Therapy Certification

Kali Natha School of Yoga (Florida).. (2008)

Yoga Teacher Training Certification

AWARDS AND PUBLICATIONS

Steven Heller's Citizen Designer .. (2004)

Contributing Author

Mead Annual Report .. (1998)

Competition winner - Sturm, Ruger and Company

Graphis New Talent .. (1999)

Featured designer - Voltaire Lamp concept and design

CMYK Magazine .. (1999)

Featured designer - Bauhaus Wine concept and packaging

Show South .. (1999)

Featured designer - Milan Kundera book covers

ORGANIZATIONS

Organic Volunteers .. member

Green Drinks .. member

GIG .. co-founder and member

Generation Idea Group [GIG]an interactive environment created to stimulate motivation for people to pursue and activate new business interests and passions. GIG will facilitate a support structure that provides resources, market data, opportunities for growth and development.

AIGA [American Institute of Graphic Arts] ..

Volunteer Match .. Hippotherapy. Art for Kids. Castillo Theater for Kids

Alliance Francaise .. member

Portfolio Center .. catalogue editor 1999

Spotlight on southern artists .. participating artist and designer

SKILLS

Adobe Creative Suite including InDesign, Photoshop, Illustrator,
Microsoft Word, Adobe Acrobat, iWeb, Quark Xpress,
Creative writing. Printmaking, Painting and Illustration,
Theatrical Painting and Faux Finishing.