

SUMMARY

Senior Art Director and multidisciplinary designer with 30+ years of experience leading creative initiatives across branding, presentations, print, digital, and marketing initiatives for Fortune 500 companies, agencies, and entrepreneurial clients. Expert at transforming complex ideas into compelling visual stories while collaborating with cross-functional teams from concept through production.

PROFESSIONAL EXPERIENCE

2023-2025 ARTIST • ART THERAPIST • PEER SUPPORT

Future Directions, Cleveland OH

Facilitated art therapy and creative wellness programs that encouraged self-expression, recovery, and community engagement through painting and visual arts.

2002-PRESENT GRAPHIC DESIGNER • ILLUSTRATOR • CREATIVE CONSULTANT

Larock Designs/Freelance, Akron, OH

Built memorable brands and marketing campaigns through strategic design, illustration, and digital experiences that helped clients stand out and grow.

2021-2023 SENIOR GRAPHIC DESIGNER

Aquent & Robert Half: GOJO • Arhaus • JoAnn Fabrics • Home Depot

Delivered high-impact creative for nationally recognized brands across retail, packaging, catalogs, and digital marketing. Expanded expertise in Digital Asset Management, Figma, and collaborative digital workflows to create user-focused design solutions across print and digital platforms.

2020-2021 ART DIRECTOR

Shaw JCC of Akron, Akron, OH

Directed integrated marketing campaigns across print, digital, branding, presentations, and web while leading creative production and vendor partnerships.

2016-2020 SENIOR GRAPHIC DESIGNER

The J. M. Smucker Company, Orrville, OH

Brought iconic consumer brands to life through integrated packaging, digital, presentation, and marketing design.

2013-2016 SENIOR GRAPHIC DESIGNER

Lunar Cow Publishing, Akron, OH

Designed destination publications, advertising, maps, and digital content that elevated tourism brands through engaging visual storytelling.

2012-2013 SENIOR GRAPHIC DESIGNER

Brand Castle

Developed packaging, branding, and retail marketing materials that strengthened product visibility and reinforced brand consistency.

2003-2012 ART DIRECTOR

Charles Schwab & Co.

Led the design of corporate marketing communications, presentations, print collateral, and digital campaigns supporting nationwide business initiatives.

CORE EXPERTISE

Adobe CC
Microsoft 365
Presentation Design
Brand Identity
Typography
Layout Design
Logo Design
Illustration
Art Direction
Digital Design
Marketing Design and Copy
Trade Shows
Packaging
Print and Digital Production
Creative Leadership
Project Management
Web Design
Figma
Digital Asset Management
Social Media
Art Therapy Practitioner
Painting Instructor

EDUCATION

The Art Institute of
Pittsburgh
Associate of Science in
Graphic Design & Illustration

CERTIFICATIONS

Scholistico
Art Therapy Practitioner

PROFESSIONAL DEVELOPMENT

- Franklin Covey — The 7 Habits of Highly Effective People
- Fred Pryor Management Training
- Tom Monahan's Creative Camp
- LinkedIn Learning