

Visual Designer | UX/UI | Product

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Summary

Healthcare-focused Graphic Designer and Visual Design Leader with 15+ years of experience creating complex, content-rich print and digital communications for healthcare organizations, patients, and professional audiences. Expert in editorial layout, typography, brand systems, and high-volume production, with experience translating complex medical information into clear, engaging visual communications. Advanced Adobe Creative Cloud skills with experience leading projects from concept through final delivery.

Education

Master of Science in User Experience, Arizona State University | Aug 2026

Relevant UX areas: E-Commerce, Information Architecture, Interaction Design, Wireframing, Prototyping, Accessibility, Mobile-First Design

Bachelor of Fine Art in Graphic Design, Arkansas State University | Aug 2007

Design Software

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Figma, Canva, PowerPoint

Design Skills

Editorial Design, Typography, Visual Hierarchy, Layout Systems, Brand Standards, Print Production, Prepress, Digital Design

Employment History

Freelance Visual Designer | Jun 2026 – Current

- Design branded, responsive websites for small businesses, translating client goals and user needs into intuitive digital experiences.
- Assist clients with customer experience journey and software setup, helping users effectively adopt new digital tools.

Marketing & Community Engagement Manager, AASN/The Y.O.U. Center | Jul 2024 – May 2026

- Write and design social media marketing campaigns that include content related to Arkansas's legal landscape, recruit volunteers, new donors, and promote program goals for growth and sustainability.
- Track social engagement metrics and adjust posting schedules to improve reach among target demographics, growing Facebook followers from 3,500 to over 6,000, and Instagram from 4,500 to over 7000.
- Spearheaded color adjustment to branding to make the two parts of the organization more visually cohesive.
- Coordinate with internal teams to ensure alignment with the non-profit's mission and objectives.
- Oversee partnerships with student-led organizations on two Arkansas college campuses for Emergency Contraceptive distribution and education program.
- Represent AASN at over 50 events, engage community members, educate the public, and recruit supporters and donors.

Freelance Graphic Designer | Oct 2023 – Jul 2024

- Wrote, designed postcard for nonprofit organization's direct mail campaign focused on volunteer recruitment and engagement.
- Designed over 100 monthly print and digital advertisements for a national walk-in shower company.
- Created digital content for healthcare tech and national insurance clients.

Senior Design Manager, Patient Guide Solutions, LLC | Dec 2022 – Mar 2024

Manage day-to-day operations of in-house design team of four high-performing designers, producing more than 300 print publications, 70 custom websites, each with custom advertising, and marketing collateral for business-to-business strategy.

- Led end-to-end visual design for 300+ print publications, 70 custom websites, advertising, and marketing collateral supporting healthcare communications and B2B clients.

- Translated complex healthcare and patient-focused content into clear, structured layouts using typography, visual hierarchy, and established brand standards.
- Partnered with clients, executives, editors, and cross-functional teams to develop design solutions and deliver high-quality projects within demanding production schedules.

Senior Design Manager, PatientPoint Hospital Division | Apr 2021 – Dec 2022

Managed operations of an in-house design team of four high-performing designers, produced over 400 print publications annually, 50 custom websites, each with custom advertising. Coached team in design quality, efficiency, and soft skills to exceed client and organization expectations.

- Designed COVID-19 insert, earning Merit at the 2021 National Hospital Information Award Merit Awards
- Established streamlined project tracking process, leading transition to Jira to drive team efficiency across four departments, reduce rework, and improve cross-functional communication.
- Collaborated with content leadership to expand our content library to include 8 new topics such as healthy sleep, heart failure, and breast cancer prevention.

Editorial Design Manager, PatientPoint Hospital Division | Oct 2014 – Apr 2021

Led team of five designers responsible for editorial design of >700 print publications annually, each with unique brand standards and editorial guidelines. Partnered with multiple teams to integrate digital companion products.

- Integrated Digital Patient Guide into the team's existing workflow, mastering the Duda platform and developing department processes for seamless ad design, editing, and publishing, which allowed the product portfolio to double in the first year post-launch.
- Led the design and launch of a new line of print and digital patient guides tailored for pediatric hospitals, receiving accolades from the client on the alignment of brand standards and clarity of messaging.
- Managed the editorial design of >700 print publications annually, each with unique standards and requirements.
- Spearheaded the transition from paper job tracking to cloud-based software (Workamajig) across Little Rock office to drive efficiency and reduce delays in approval.

Senior Graphic Designer, PatientPoint Hospital Division | Apr 2012 – Oct 2014

Executed print layouts, advertisements, collaborating with clients and team members to ensure high-quality deliverables that aligned with brand guidelines and project objectives. Provided mentoring and guidance to junior designers, fostered a collaborative and productive team culture.

- Reduced design build time by 50% by partnering with leadership to streamline new client on-boarding processes by creating an interactive PDF that allowed users to select content, supply hospital information, and automatically estimate page count.
- Worked with leadership to develop internal processes with corporate editors and proofreaders, to improve the quality of our product, without impacting the overall production time.

Graphic Designer, PatientPoint Hospital Division | Jul 2009 – Apr 2012

Executed print layouts and conceptualizes advertisements, collaborating with clients and team members to ensure high-quality deliverables that aligned with company and client goals.

- Led the redesign of two flagship print publication products.
- Created InDesign templates across the educational content library to drive efficiency and standardization across the department.

Graphic Designer, Crittenden Publishing | Aug 2008 – May 2009

Conceptualized and executed print newspaper layouts and advertisements for *The Germantown News*.

Graphic Designer, Niche Publications | Oct 2007 – Apr 2008

Conceptualized and executed print magazine layouts and advertisements for *NEA Parent Magazine*.