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## **NIKE, INC.**

2003 - 2009

### **Visual Marketing Tools**

Responsible for organizing, creating, and executing designs for Visual Assortment Plan Documents for Nike Apparel. I used Indesign to create page layouts. Designed 300 pages per season for a total of 22 different categories.

### **Posters**

Created 5-6 posters per season for regional sales meetings, for 12 seasons

### **Apparel Graphics**

Created many graphic designs for application to apparel, including T-shirts and hats. Boys t-shirt designs sold extremely well.

### **Data Organization**

Managed server file structure, storage and organization.

## **NIKE FREELANCE**

2000 - 2003

### **Illustration**

Created large set of original illustrations for Nike Product Data Management department, to be used in Powerpoint; images were responsible for enhanced company awareness of department goals, and increased budget

### **Website designs**

### **Brochure and business card/ business logo designs**

## **ADIDAS, INC.**

1997 - 2000

### **Apparel Graphics**

Designed best selling T-shirts for Mens Apparel. Designed logos for retail NBA team shirts. Created many different designs for a large variety of retail markets.

### **Freelance Management**

Oversaw work done by freelance artists, assisted in hiring freelance designers

## **COLUMBIA SPORTSWEAR, INC.**

1995 - 1997

### **Apparel Illustration**

Created lineart for catalog and visual assortments. I used Adobe Illustrator for detailed renderings of apparel. I successfully managed freelance and outside vendor illustrators in order to manage heavy workload of seasonal product illustration.

### **Freelance Management**

Oversaw work done by freelance artists, assisted in hiring freelance designers

### **Software:**

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- HTML
- CSS