

EXPERIENCE

FMT SOLUTIONS, Senior Design Lead Jan 2017 – Present

- UX/UI, digital strategy, project budgeting/scoping, creative asset management and lots of sticky notes on the wall to develop retirement education campaigns.
- Led B2C design and art direction for digital content, video, email and marketing collateral advertising campaign resulting in 460% increase in sales-qualified lead generation

INK STAINED CREATIVE, Co-founder / Designer Oct 2013 – Jan 2017

- Brand design and art direction including brand identity, e-commerce websites, social media, packaging design, retail POP displays and guerrilla marketing,
- Lead creative direction for brands including Tiny Innovations, designers & builders of custom tiny homes featured on Mike Rowe's show *Returning the Favor*.
- Built company to over 30 clients that continue to retain their services to date.

WILDERNESS COLLECTIONS, Art Director Mar 2012 – Jun 2013

- Lead our team of designers, a videographer, writers and developers in creating *Stand Here*, a hiking and wilderness photography app and website.
- Designed logo and visual brand guidelines for *Stand Here*, which set the tone for building out the brand.
- Art Direction and design for a series of workshops that sold out for the year and initiated the creation of three more the following year.

FREELANCE, Designer / Art Director May 2008 – Mar 2012

- Designed corporate identities web experiences and interactive trade show displays for fitness gaming developers *Respondesign*, trade school *Southern Technical Institute*, among others.

AAA AUTO CLUB SOUTH, Assistant Art Director Dec 2006 – Sep 2007

CHERRY & COMPANY, Graphic Designer Aug 2005 – Sep 2006

CUSHMAN & WAKEFIELD, Marketing Specialist Jun 2004 – Jul 2005

BRYAN POTTER DESIGN, Graphic Designer May 2001 – Feb 2004

EDUCATION

MT HOOD COMM COLLEGE, AAS in Graphic Design Sep 1999– May 2001

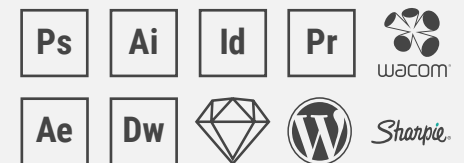
SO OREGON UNIVERSITY, Criminology Sep 1993– May 1995

It's **BEAUTIFUL** if it's functional;
& brilliant design comes from **smashing**
inspiration + collaboration together.

SKILLS



TOOLS



HOBBIES



PORTFOLIO AVAILABLE AT

ELINMCLAIN.COM