

portfolio www.billynation.com

Senior Production Artist & Designer

Agile, innovative, detail-oriented production artist with 12 years' experience supporting major agency clients and accounts. Leverages wide-ranging skillset, including quality control (QC) and process improvement (PI) expertise, to maintain standards of excellence and consistent, high-quality brand experience. Excels in fast-paced, high-volume environments, collaborating with internal teams and leadership to provide deliverables and implement changes that meet deadlines and budgets. Supports business-to-business (B2B) and direct-to-consumer (D2C) growth for clients from small businesses to Fortune 100 companies. Learns new skills quickly.

key expertise

Digital Production Artist	Brand Experience Management	Subject Matter Expert (SME)
Multi-Channel Production	Creative & Media Strategy	Collaboration & Teamwork
Quality Assurance (QA)	Establishing Digital Touchpoints	Change Requests Management
Production Lifecycle Management	Providing Solutions on Deadline	

technical proficiency

Platforms	Mac iOS, Windows OS
Design Software	Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere, Audition), QuarkXpress
General Office Productivity	Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Dropbox, Google Suite, Slack

PROFESSIONAL EXPERIENCE**SENIOR DESIGNER, PRODUCTION ART** **2017 – Present****GreatNeck Saw | Memphis, TN**

Interpret, communicate, and oversee brand direction, while also managing production and delivery of wide range of design and production deliverables. Support major marketing and product portfolios during key business expansion and new D2C sales initiatives. Identify and capitalize upon opportunities to develop digital touchpoints and systems. Develop standard operating procedures (SOPs) and establish digital routing to streamline delivery processes.

Key Responsibilities & Accomplishments:

- Developed 2 catalogs from scratch to accompany new retail website. Serving as lead designer, created 36-page D2C catalog launched across 2-state market and 100-page B2B catalog reaching 55,000+ store managers.
- Saved time and annual costs by leading company shift to digital review systems, leveraging subject matter expertise to implement Adobe Acrobat cloud-based service and decommission legacy review system.

SENIOR DESIGNER, PRODUCTION ART **2011 – 2016****Oden | Memphis, TN**

Worked with internal technical and creative teams to plan, develop, and deliver high-volume assets meeting production-ready requirements across both print and digital media. Led brand development, stewardship, and imaging activities with minimal oversight, meeting all deadlines and client expectations. Handled client change requests and revisions. Directed layout preparations and managed fulfillment including die creation, 3D product applications, and printing.

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DIGITAL MARKETING ASSOCIATE & PORTRAIT RE-TOUCHER 2009 – 2010

Alex Ginsburg Photographics | Memphis, TN

Established studio's social media presence and created highly-polished final deliverables from camera RAW files.

Key Responsibilities & Accomplishments:

- Designed multiple logos for local businesses, events, and individual clients.
- Worked directly with clients to assess needs, define timelines, and convey finished deliverables.

GRAPHIC DESIGNER

2008

MotorHead Products | Cullman, AL

Contributed to team development of product, packaging, and catalog design for major client accounts.

Key Responsibilities & Accomplishments:

- Supported branding and graphic design for clients including MLB, the NFL, Ford, and Dodge.
- Updated company-wide database with thousands of images used for all marketing collateral.
- Leveraged time management skills to fulfill on-the-spot requests for product photography and graphics.

EDUCATION

Bachelor of Fine Arts (BFA) in Graphic Design | University of Memphis, 2007

COMMUNITY LEADERSHIP & SERVICE

Sponsor & Organizer - Poster Competition, Indie Memphis Film Festival, 2015 – 2018

Program Production Leader, Indie Memphis Film Festival, 2015 – 2017

Co-Founder & Co-Host, Creative Memphis podcast, 2014 – 2017

Chairman – Creative Committee, Memphis Roller Derby, 2012 – 2017

Head Non-skating Official, Memphis Roller Derby, 2013 – 2019