

## Qualifying Skills

- 25+ years marketing, design and illustration experience.
- Currently owns and operates successful graphic design firm. Extensive experience working on high profile creative projects such as national advertising campaigns; product packaging; corporate identity & branding; marketing collateral; environmental graphics; and web site development.
- Proficient with all major industry software.

## Experience

### Helmstead Creative & Consulting, LLC, Phoenix, AZ 2016-Present

Principal/Creative Director

Creative Services and IT Consulting firm. Services include branding, advertising, packaging, web, and graphic design.

Clients include: JTI (Japan Tobacco International), the world's second largest tobacco manufacturer; Urban Greenhouse; and Summit Edibles.

### Prime Time International Distributing, Inc./21st Century Brands, Phoenix, AZ 2007-'16

Creative Director

Created and oversaw all print, digital, and multi-media creative, including: product development; brand identity; package design; brand advertising and management; promotional materials; trade show exhibits; viral and social media campaigns; and all marketing collateral. As part of the Marketing Team, also involved in analyzing sales data; creation of sales promotions; and product sales training.

### Happy Boy Design, Scottsdale, AZ 2000-'07

Creative Director/Owner

Graphic design firm specializing in branding, packaging, and advertising. Clients included: Prime Time International Company; Expressions Furniture; TriVita, Inc.; and Cashflow Technologies.

### Momentum Communications, Phoenix, AZ 1997-2000

Senior Art Director

Established Creative branch of marketing firm specializing in print and specialty advertising. Managed Creative team, established billing procedures, interacted directly with clients and prospects, and oversaw all creative projects. Clients included Avis, Mark Taylor, Cold Stone Creamery, and Single Stick, Inc.

### Younger Direct Marketing, Scottsdale, AZ 1995-'97

Art Director

Full service marketing agency, specializing in direct marketing for the travel & tourism industry. Projects included several national print campaigns for clients such as American Golf Corporation, Avis, Hawai'i Visitors & Convention Bureau, and Hawaiian Airlines.

### Rosenfeld, Sirowitz, Humphrey & Strauss, Phoenix, AZ 1993-'95

Assistant Art Director

National, full service advertising agency. Projects included print advertising campaigns, TV storyboards, marketing collateral, and all computer graphics for clients such as America West Airlines, Greater Phoenix Convention & Visitors Bureau, Smith-Corona, and The Heard Museum.

## Education

Friends University, Wichita, KS 1980-1982

Colorado Institute of Art, Denver, CO 1982-1984