

EDUCATION

BACHELOR OF FINE ARTS

2008—Utah State University

- New York City Study Abroad program 2006 and 2008
- Switzerland Graphic Design Study Abroad program 2007 and 2008

ADOBE MAX

2014, 2015, 2017

PROFOTO PRIVATE TRAINING

2017—Stockholm, Sweden

SKILLS

PHOTOGRAPHY, FINE ARTS AND DESIGN

- Studio, sports, lifestyle and food photography
- Expert level lighting for studio and outdoor photography
- Maintaining photo studio space and purchasing equipment
- Digital archive and database management
- Brand Identity, packaging, printmaking, poster, book, and catalog design
- Detail oriented, creative thinking, innovative
- Project management and problem solving
- Highly skilled multitasker

SOFTWARE/HARDWARE

- ● ● ● ● Profoto
- ● ● ● ● Canon
- ● ● ● ● Elinchrom
- ● ● ● ● Phase One
- ● ● ● ● Fujifilm
- ● ● ● ● Adobe CC Suite
- ● ● ● ● Capture One

EXPERIENCE

ART DIRECTOR PHOTOGRAPHY

2015—Present

ICON Health and Fitness

Execute expert level photography from conception to completion for each brand housed within ICON Health and Fitness including iFit, Norditctrack, Proform, FreeMotion Fitness, Weider, Weslo, Lotus Yoga and licensed entities

Direct models and trainers on location and in studio, juggling multiple factors in a fast paced and high-pressure environment

Manage, train and cultivate the career development of the photo team, staying current with industry trends and best practices in photography

Produce photo shoots, including detailed planning (location and talent selection, equipment planning, travel arrangements, wardrobe and shot lists)

Review imagery, troubleshoot and provide feedback to the photo team and ensure photography is ready for all mediums required

Work closely with the in-house video team and freelance contractors to collaborate on campaigns, commercials, and original content to ensure cohesive marketing material is achieved across all platforms

Foster and maintain relationships with team members and freelancers and remain actively involved in hiring creative staff

Update and maintain photo studio equipment; purchase and work with suppliers and rental house agencies to ensure photo team and freelancers are ready for any project at any time with appropriate gear

PHOTOGRAPHER (contract)

2013—Present

Utah State University—
Department of Athletics

Photograph Utah State University NCAA home game sports

Photograph team and individual headshots for marketing, social and advertising; provide photography to various media outlets

GRAPHIC DESIGNER/ PHOTOGRAPHER

2013–2015

Utah State University

Provided photography, video, and graphic design for the Shingo Institute—housed within the Jon M. Hunstman School of Business at Utah State University

PHOTOGRAPHER

2011–2013

Franklin Planner
(Franklin Covey)

Led all aspects of visual asset production for print, web and retail from conception to completion for Franklin Planner

Presented creative campaign concepts and brand forecasting for catalog, web, and retail design; assisted graphic designers with catalog

SENIOR PHOTOGRAPHER

2008–2011

ICON Health & Fitness

In-house photographer for all brands housed within ICON Health and Fitness; successfully brought the photography program in-house, designed and supervised building of a 10,000 sq. ft. studio facility