



www.sima-designs.com

SOFTWARE

Adobe Creative Cloud
Microsoft Office

LANGUAGES

Arabic
French

AFFILIATIONS

AIGA

RECENT CLIENTS

Arlington Strategy
ASCD
The Aspen Institute
Brivo Systems
Collins + Wilson
Council on Court
Excellence
Marymount University
Jake Group
Miller Cox
National Board of
Professional Teaching
Standards
Oakwood School
Outdoor Lab
Reading Partners
Spitfire Strategies

EDUCATION

Savannah College of Art + Design
Atlanta, Georgia
Master of Arts, Graphic Design
2007–2008

Corcoran College of Art + Design
Washington, DC
Graphic Design, Digital Art
2005–2006

University of Virginia
McIntire School of Commerce,
Charlottesville, Virginia
Bachelor of Science, Commerce
Concentrations: Marketing, Management
2000–2004

University of Innsbruck
Innsbruck, Austria
Summer 2002

EXPERIENCE

Sima Designs
Graphic Designer, Washington, DC.
Offering branding, print, and web design services.
2015–Present

ASCD
Senior Graphic Designer, Alexandria, VA
Book cover and interior layout design, identity creation
and brand management, event environmental design,
marketing materials, package design, web interface
design, direct-mail and email marketing campaigns.
2009–2015

Function
Design Intern, Atlanta, Georgia
Assisted senior art director with projects, comped and
drafted environmental design illustrations. Contributed
ideas for new business projects.
2008

The Advisory Board Company
Senior Graphic Designer, Washington, DC
Lead designer for national and international
conferences of health care executives. Lead designer
for over 25 books (100–350 pages each) distributed
to 20,000 hospital executives. Designed artwork for
internal campaigns. Designed 2006 Annual Report.
2005–2007

The Advisory Board Company
Marketing Associate, Washington, DC
Strategically targeted potential new members.
Effectively scheduled sales appointments with 48%
conversion rate. Achieved goal every month.
2004–2005

Arnold Worldwide
Advertising Intern, Washington, DC
Developed market research and mock ad-campaign
for Sherwin Williams paint. Completed market
research and brand development for Amtrak, Bearing
Point, HealthNow, and CORT furniture.
2003

Adworks, Inc.
Advertising Intern, Washington, DC
Analyzed statistics for Washingtonpost.com and
the Brick Association of America. Interpreted
data and prepared PowerPoint presentations.
2002

PRO-BONO WORK

Children's Eye Foundation
Graphic Designer, Houston, Texas
Design for annual fundraising calendar. 25,000
copies sold. Also designed gala invitations, and
marketing brochure.
2008–Present.

Mosaic Peace
Graphic Designer, Charlottesville, Virginia
Created visual identity and collateral including
brochures, stationery system, and poster campaign.
2008

Residential Program Center
Graphic Designer, Arlington, Virginia
Created on-screen presentation materials for
fund raising committee.
2005

AAF National Student Advertising Comp
Layout Coordinator, Charlottesville, Virginia
Coordinated book and ad layout for national
competition, which won 2nd place amongst
150 university teams.
2004