



## EXPERIENCE

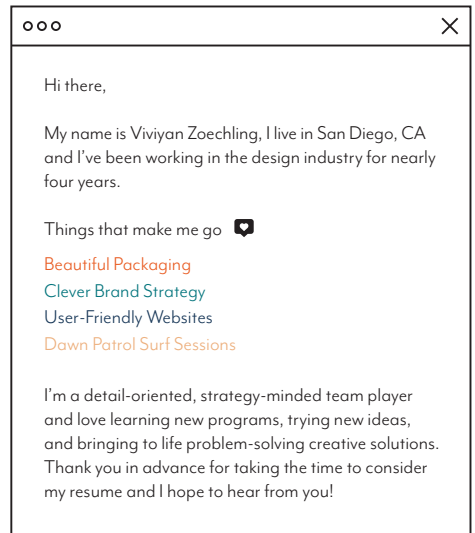
- 04.2020 – 09.2021 **CF NUTRITION • GRAPHIC DESIGNER, BRAND MANAGER**  
 Company Size: 10+, Team Size: 3, Category: Healthcare, CPG  
 Designed and refreshed all product packaging, web pages (desktop and mobile) printed brand materials (including one sheets, catalogs, educational and instructional handouts, and mailers), in addition to regularly creating digital ads, social media content, and powerpoint presentations. Led weekly team meetings, streamlined digital ads strategy, and organized quarterly e-commerce and social content photoshoots.
- 06.2018 – 04.2020 **STANCE SOCKS • GRAPHIC DESIGNER**  
 Company Size: 100+, Team Size: 7, Category: Retail, Fashion  
 Worked closely with creative directors, art directors, third parties, and marketing department to concept, pitch, and execute work for licensing & seasonal product releases. Created DTC & B2B facing materials including brand campaign artwork, product campaign imagery, static and animated social content, digital ads, ecom banners, email assets, and billboard, window, and in store fixture layouts. Regularly retouched & resized product imagery for various deployment platforms.
- 12.2017 – PRESENT **VIVS.DESIGN • GRAPHIC DESIGNER**  
 Freelance design business working with clients on branding & identity design, digital marketing, and commercial photography & social content needs. Clients include Stance, Libre, Surfhouse, LCS, Z Supply, and more.
- 01.2018 – 06.2018 **POINT LOMA NAZARENE UNIVERSITY • JR GRAPHIC DESIGNER**  
 Company Size: 500+, Team Size: 7, Category: Higher Education  
 Junior designer for the university's marketing department. Worked closely with the senior designer to concept, pitch, and execute branded media systems, flyers, brochures and packets. Strategized with external department heads on event planning, social media marketing and assisted lead photographer with creating on-brand campaign imagery.
- 10.2017 – 12.2017 **62ABOVE • GRAPHIC DESIGN INTERN**  
 Pitched, designed, and created decks, packaging designs, and digital ad campaigns.
- 09.2016 – 05.2017 **LIBRE DESIGN • GRAPHIC DESIGN INTERN**  
 Worked on branding, packaging and social media projects alongside lead designers.

## EDUCATION

- 2014-2017 **ART CENTER COLLEGE OF DESIGN • PASADENA, CA**  
 Bachelor of Fine Arts in Graphic Design (With Honors)
- FOCUSED COURSE WORK  
 09.2016 – 12.2016 **DESIGNMATTERS X FRESH EYES CUBA**  
 Sponsored by Autodesk. Worked with a team of international, multi-disciplinary visual graphic designers, film makers and fine artists to create interactive, full scale experience driven "pop-up"s in both Havana, Cuba and Pasadena, CA.
- 08.2015 – 12.2015 **KONSTFACK UNIVERSITY • STOCKHOLM, SE**  
 Semester Abroad, Courses in Graphic Design and Illustration
- 09.2012 – 05.2013 **UNIVERSITY OF COLORADO BOULDER • BOULDER, CO**  
 Courses in Biology and Fine Art

## EXPERTISE

- PROFICIENT IN:  
 Adobe Creative Suite, InDesign, Illustrator, Photoshop, Lightroom, After Effects, XD, Bridge, Acrobat, Media Encoder, Canon Cameras & Social Content Photography
- FAMILIAR WITH:  
 Figma, Sketch, Constant Contact, Klaviyo, Mailchimp
- ADDITIONAL PLATFORMS USED:  
 Basecamp, Asana, Airtable, Wrike, Box, Dropbox, Slack, GSuite
- LANGUAGES:  
 English (Fluent)  
 German (Fluent)



ONLINE PORTFOLIO LINK

References available upon request