



I'm an expert-level graphic designer & illustrator with a focus on conceptualizing and building brand design systems for growing companies. My experience is strongest in marketing, but I consistently look to bridge the all-too-common design gap between that and product design. I'm experienced in managing and mentoring multiple contributors on a creative timeline, including web development, animators, copywriting, and additional design resources.

## EDUCATION

### BACHELOR'S DEGREE OF FINE ARTS

Massachusetts College of Art & Design

### FRONT-END WEB DEVELOPMENT

General Assembly

## SKILLS

### MISC

- WordPress
- WP Engine
- Basic HTML & CSS
- Salesforce Pardot
- Microsoft Office

### CREATIVE

- Adobe Illustrator
- Adobe After Effects
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- Figma/Sketch
- Procreate
- Canva

### COLLABORATION

- Google Suite
- Slack
- CoSchedule, Asana, Basecamp, Trello, Monday
- Zoom, Google Meet
- Jira/Confluence
- Box, Brandfolder, Seismic
- Zeroheight

## EXPERIENCE

### BRAND DESIGN MANAGER - MINERALTREE

August 2022 - Present (Full-time)

- Establish an efficient design system using industry standard creative and organizational tools such as the Adobe Suite, Figma/Sketch, GSuite, and more to maintain brand consistency across the organization.
- Manage and oversee project contributors including web development, animation, copywriting, and additional design resources.
- Identify design needs cross-functionally, build out timelines, and assign/manage project contributor deliverables. Facilitates feedback between stakeholders and provides recommendation(s) on moving forward.
- Expert proficiency in graphic design principles and vector illustration techniques, including but not limited to typography, layout, color theory, UI/UX design, and composition.

### SENIOR GRAPHIC DESIGNER - MINERALTREE

August 2020 - August 2022

### GRAPHIC DESIGNER - MINERALTREE

May 2019 - August 2020

- Collaborated with copywriters, product marketers, and marketing ops to design and evaluate the effectiveness of a variety of sales materials including pitch decks, 1-pagers, infographics, and more.
- Led brand redesign efforts and worked alongside executive management to establish entirely new look & feel that aligned with updated company messaging.
- Acted as project manager of the redesign of the MineralTree website. All pages as well as their responsive properties were designed by me. Oversaw an external development resource as well as a contract SEO team to migrate all content over to the new site and identify & implement immediate opportunities for optimization.

### SUZIEB FITNESS

December 2019 - Present (Freelance)

I collaborate directly with owner & influencer, Suzie, to create vector designs and illustrations used on her various fitness products, packaging and other merchandise. I also storyboard, illustrate, and animate motion graphics to help promote her product drops & other brand announcements.

### ISLA MOVEMENT

September 2021 - Present (Freelance)

ISLA Movement is a woman-owned, made-in-LA, ethically-sourced activewear brand. I handle a variety of branded design needs including PR box design, graphics for limited edition apparel, creating vector web graphics, product detail visuals, and social media content.

### HARVARD BUSINESS PUBLISHING

February 2020 - 2022 (Freelance)

I collaborate with the HBP team on a variety of educational video projects including "whiteboard" style videos, as well as prepping various graphic/text assets for the animation team to use in their live-subject videos.

### ADVERTISING DESIGNER - THE IMPROPER [BOSTONIAN] MAGAZINE

April 2018 - April 2019 (Full-time)

Designed print & digital advertisements for clients, marketing & sales materials, custom collateral for private events, and illustrated for the EzSez column each issue.

### GRAPHIC DESIGNER - MX ADVERTISING & CONSULTING

September 2016 - March 2018 (Full-time)

Reported to the Creative Director. Did UX/UI design for a variety of client websites and apps. Led the initial creation of many client brand guides and facilitated feedback on them as well. I would also create accompanying marketing materials such as 1-pagers, animated video content, and more-whatever that specific client needed.