

ABOUT ME

Multidisciplinary designer with 5+ years of experience crafting user-focused visuals across web, print, and digital platforms. Skilled in branding, UX/UI, and marketing design with a strong eye for detail, collaboration, and consistent, high-quality output.

RELEVANT EXPERIENCE

Designer

Center for the Collaborative Classroom, Remote Office
Nov 2023 – Current

- Led the creation and execution of high-impact visual designs for curriculum, marketing, social media, and digital platforms, ensuring seamless brand consistency across all materials.
- Conceptualized and produced innovative product visuals, maintaining a cohesive visual direction across both print and digital media to elevate user experience.
- Collaborated strategically with cross-functional teams—including designers, developers, and marketers—to drive the overall creative vision and deliver compelling, brand-aligned solutions.
- Spearheaded the management of marketing design requests via Smartsheet, delivering timely, high-quality assets that aligned with strategic objectives and campaign goals.
- Oversaw the end-to-end print production process, preparing final production files with meticulous attention to image editing, color correction, and asset optimization for maximum impact.
- Stayed ahead of industry trends, contributed to creative strategy and process improvements, while maintaining expertise in the latest design tools and technologies.

Graphic & Web Designer

The Arc of the United States, Hybrid Office | May 2022 – June 2023

- Design lead on projects spanning events marketing collateral, awareness raising campaigns and program-specific initiatives. All work was created autonomously at a consistently high standard for a range of on and offline purposes.
- Edited website layout, updated copy, and improved accessibility using WordPress and accompanying plugins.
- Updated and expanded brand guidelines to ensure a consistent look across all materials.
- Developed branded templates including brochures, flyers, posters, letterhead, and PowerPoint presentations.
- Played a leadership role in the implementation of the organization's inaugural online store. Created slogan designs for t-shirts, sweaters, accessories, and other apparel, which has seen sales of over 800 items.

EXPERTISE & APPLICATIONS

Adobe Creative Cloud

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Acrobat Pro

Accessible Design

Web Design

Marketing

Social Media

HTML + CSS

Brand Management

Microsoft Office

Wrike / Asana / Jira

Smartsheets

AWARDS

Winner, 2025 GDUSA
Package Design Award
for SIPPS Fifth Edition

EDUCATION

Design Courses

Mobile App Design, 2019

Web Design, 2018

Typography, 2018

Graphic Design, 2018

Multi-Media, 2014

Bachelor of Arts

History, and Russian
Language George Mason
University
(2012 - 2016)

- Created animated GIFs and video using Canva for social media such as Instagram reels, stories, and more.
- Configured mobile app designs and layout using events management platforms Cvent and Cadmium.
- Managed branding contracts within the chapter network, drafted licensing agreements, and streamlined the on-boarding process.

Graphic Designer

The Arc of the United States, Remote Office
Feb. 2020 – May 2022

- Produced print & digital marketing collateral (flyers, brochures, social media) in various file formats.
- Created website mockups, including graphic design, site navigation, and layout of content.
- Managed multiple projects, remaining flexible through revisions, and proactively communicating job status.

Freelance Designer

Various Clients, Remote Office
October 2018 – February 2020

- Developed detailed web and mobile design mock-ups to evaluate user experience and optimize conversion rates through A/B testing.
- Designed and implemented social media editorial calendars for clients, driving significant growth and engagement across platforms.

Jr. Graphic Designer

Reingold, Remote Office
March 2019 – September 2019

- Designed posters, infographics, and educational materials for national conferences, while creating custom icons to match the company's brand style.
- Adapted presentations for visual consistency and Federal 508 compliance, collaborating in JIRA to develop solutions and communicate design processes with the team.

Graphic Design Intern

DC Fray, Washington, D.C.
January 2019 – March 2019

- Designed the sub-brand logo for DC Fray's Speed Dating program, crafting a distinctive visual identity that captured the essence of the brand and resonated with the target audience.
- Managed the website via WordPress, ensuring the latest blog posts were featured, updating photography, graphics, and animations, and performing regular quality control checks.

Social Media Manager

Room Escape DC
March 2017 – October 2018

- Strategized and managed the company's social media presence, creating daily original content using Adobe CC to maintain engagement and promote marketing campaigns and advertisements.
- Analyzed user experience of puzzles and activities through post-game feedback, while customizing and updating puzzles to improve game flow and clarity. Collaborated in design sprints to create new game flow and enhance overall gameplay.