

ABOUT ME

I specialize in creating visual designs that keep brand consistency and user experience top of mind. I enjoy collaborating with designers, developers, and marketers to bring fresh, brand-aligned solutions to life through website design, product visuals, and digital experiences.

PROFESSIONAL EXPERIENCE

Senior Designer Sept 2025 – Nov 2025 | **Designer** Nov 2023 – Sept 2025

Center for the Collaborative Classroom, Remote Office

- Designed the complete cover system for a pre-kindergarten early literacy curriculum, developing original vector artwork, a friendly mascot, and a cohesive graphic system—featuring pathways, natural motifs, and unit titles—that establish the program's signature visual identity and reflect its themes of discovery, community, and early literacy growth.
- 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 May 2022 – June 2023 | **Graphic Designer** Feb. 2020 – May 2022

The Arc of the United States, Remote & Hybrid Office

- Led end-to-end design for event campaigns, awareness initiatives, and digital programs, delivering cohesive, user-centered experiences across print and online platforms.
- Improved website architecture, content structure, and accessibility in WordPress, while refining brand systems for a consistent digital and visual identity.
- Collaborated on the launch of the organization's first e-commerce platform, contributing to design, user flow, and branded apparel that generated over 800 sales.
- Designed and configured mobile app interfaces for hybrid events using Cvent and Cadmium, improving navigation and attendee engagement.
- Produced marketing collateral across digital and print formats, maintaining brand alignment.
- Created website mockups focused on clear navigation, hierarchy, and layout.
- Managed multiple projects with agility, maintaining open communication and timely delivery.

SKILLS Accessible Design | Web Design | Marketing | Brand Management | Social Media | HTML + CSS

APPLICATIONS Adobe Creative Cloud | Figma | Wordpress | AI Tools | Hubspot | Canva | Wrike | Asana | Jira

AWARDS Winner, 2025 GDUSA Package Design Award for SIPP'S Fifth Edition

EDUCATION Bachelor of Arts, George Mason University (2012 - 2016)