



LISTEN · CREATE · COLLABORATE

Dynamic, passionate, detail-focused visual designer. Delivering an innovative, strategic, and problem-solving approach to creating engaging, brand aligned collateral with flexibility and positive attitude while managing projects and shifting priorities. Working with confidence independently in deadline-driven environments while collaborating and communicating with empathy cross-functionally.

SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere Pro
SalesForce
HTML
CSS
Trello
Microsoft Word
Microsoft PowerPoint
Microsoft Publisher
Google Docs
Google Spreadsheets

Currently Learning: Figma

EDUCATION

**Bachelor of Fine Arts,
Majoring in Graphic Design**
Concordia University



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Freelance Designer

March 2019 – Current

Guiding brand discovery and development for businesses. Creating polished, professional visual branding, advertisement, and marketing resources.

- Understanding business' goals and unique personality with interview, questionnaire, and continuous feedback throughout design process.
- Seamlessly connecting businesses with their target market by creating an authentic visual identity.
- Saving businesses time and money with a custom visual brand toolbox.

Graphic Designer at Mascoma Bank

June 2019 – October 2021

Improved social media presence and provided exceptional customer service to all external customers and internal team members at a Certified B Corp.

- Redesigned and modernized social media graphics.
- Relationship Banker who built strong customer relationships, aligned products, services, and referrals.
- Continuously learned and navigated obstacles while maintaining positive attitude.

Sr. Digital Designer at Seventh Generation/Unilever

Contract 2020

Collaborated with internal creative and integrated marketing teams, designing custom digital content across all online channels at a Certified B Corp.

- Conceptualized and expertly designed digital content across website, mobile, social media, blog, and email, adhering to brand style guidelines and innovated within visual guidelines.
- Collaborated and effectively communicated, cross functionally within company, meeting project deadlines and exceeded expectations.
- Navigated shifting project objectives and deadlines with readiness to meet company goals.

Supervisor, Digital Design at Dealer.com

July 2017 – February 2019

Directed team of 8 specialists and designers in support and creation of on-platform and off platform graphics and advertisements for clients' monthly digital marketing campaigns.

- Cultivated best practices by reviewing design files and team member performance using qualitative and quantitative data analytics, to meet client and company goals.
- Guided and motivated staff with zeal while organizing and overseeing creative team projects, critiques, and brainstorming sessions.
- Launched collaboration effort, improving process, project workflow, and team communication.

SUPERVISOR SUMMARY, CONTINUED PAGE 2

- Navigated obstacles with positivity and clear communication, re-prioritizing tasks and initiatives to ensure project deadlines and expectations were met.
- Streamlined operations by identifying opportunities and implementing solutions for process and workflow improvements.
- Created growth culture, training, and mentored team members in workflow best practices and department objectives.

Senior Designer at Dealer.com
May 2014 – June 2017

Created custom web graphics for external and internal projects to meet client expectations and company goals.

- Delivered high-quality creative assets and advertisements, aligning with client asset style direction and campaign objectives.
- Directed project workload and timelines independently with upbeat personality, exceeding expectations.
- Achieved low re-work requests, increasing client satisfaction and total asset output.
- Verified accuracy, ensuring deliverables met manufacturer brand standards and compliance guidelines.
- Maximized output, aligning with team best practices and designing in reusable, systematic, and easily manageable format.
- Established and maintained positive cross-team relationships, supporting company goals.

Graphic & Digital Design Manager at Literati Creative Group, Inc.
July 2013 – May 2014

Played integral role in production of 5 bi-annual wedding magazines, from initial client contact to final press-ready files.

- Surpassed client expectations by communicating, conceptualizing, and producing high-end print advertisement design by deadline.
- Facilitated production of magazine files by designing, editing photos, and laying out publication spreads.
- Assured relevant and current content was generated and maintained on website, fostering audience engagement.
- Built and maintained positive relationships with internal team and external partners while collaborating on photoshoots.

New Media Creative Director at KOLN/KGIN TV (10/11)
August 2009 – May 2013

Collaborated across multiple departments to develop, create, and maintain paid and promotional content across multi-platform website and broadcast television station.

- Provided expertly designed, on-brand creative content for broadcast, web, social media, and print, managing multiple projects while meeting internal and external client expectations and deadlines.
- Increased traffic across multiple online channels, creating content, and building new website pages.
- Ensured up-to-date and relevant information was at user's fingertips, increasing ad revenue.
- Inspired optimism throughout company and community, coordinating internal and external outreach projects with diligence and positive energy.

Graphic Designer at Big Red Printing
June 2005 – August 2009

Held multi-faceted role, communicating, designing, coordinating, and pricing digital, spot, and full-color printing projects for in-house and out-of-house production. Custom graphic design for print output including brochures, business cards, letterhead, logos, advertisements, newsletters, packaging labels, stickers, and more.

- Ensured customer satisfaction by creating layout and design projects to client specifications while managing shifting priorities to meet deadlines.
- Established and maintained trusted and profitable customer relationships, meeting company expectations of premium customer service.
- Increased workflow efficiency by developing and implementing design file management system.
- Generated positive community relationships by participating in company's volunteer efforts.

