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## Education

**Savannah College of Art and Design** | (SCAD) Savannah, GA | BFA | Advertising and Branding | June 2021

## Work

**Freelance Art Director, Visual Designer | Matt Bott Design LLC | Brooklyn, NY | January 2025 – Present**

- Delivering creative solutions for UI Design, Branding, and Content Creation to accomplish unique projects
- Integrating Illustration, Motion Design, and Video Editing into opportunities for innovation
- Conceptualizing creative resolutions to original brand problems, boosting brand impact

**Digital Designer | Razorfish | New York, NY | August 2022 – November 2024**

- Developed a tailored online experience for *Ford Pro*, optimizing vehicle fleet management
- Built a mobile-first holistic digital platform for *Hy-Vee* to enhance at-home and in-store shopping
- Crafted unique organic social media content for *Texas Children's Hospital* that increased engagement

**Junior Brand Designer | Heyday | Brand Acquisition Company | Chicago, IL | June 2021 – July 2022**

- Modernized *Tree of Life's* identity to better resonate with its audience, improving brand relevance
- Redesigned *Lee Beauty's* logo and assistant directed its product photoshoot to elevate consumer appeal
- Developed engaging digital displays for *Country Line Kitchen* to showcase products and drive interest

**Art Direction Intern | FCB Health | New York, NY | June 2020 – August 2020**

- Partnered with interns to create a standout campaign for *Cologuard*, driving brand awareness
- Supported art direction for creative assets pertinent to high-impact campaigns

## Tools

**General Design Tools** | Illustrator, Photoshop, InDesign, After Effects, Premiere Pro

**User Interface Tools** | Figma, Adobe XD

**AI Tools** | MidJourney, Adobe Firefly, DALL-E

## Skills

Brand Identity, UI Design, Content Creation, Illustration, Motion Design, Video Editing

## Recognition

**Featured** on 36 Days of Type Instagram Page | 2023

**First place** at the annual SCAD Startup competition | 2021