

ABOUT

Graphic Designer specializing in brand identity, editorial design, and visual systems. Skilled in translating research and strategy into cohesive, detail-driven creative outcomes. Proficient in Adobe Creative Suite with experience across print and digital deliverables. Committed to clear, purposeful communication and collaborative learning in every project.

EDUCATION

Academy of Art University
San Francisco, CA

Bachelor of Fine Arts in Graphic Design, 2021 - 2025

DESIGN EXPERIENCE

HSSV Brand Refresh – Visual Identity Designer / Oct 2024 – Dec 2024

- Refreshed the visual identity of HSSV, an animal rescue nonprofit, modernizing its brand system while retaining the existing logo.
- Curated illustration assets and visual elements to build a warm, approachable, and contemporary look that reflects the organization's compassionate mission.
- Designed the website landing page and extended the refreshed system across print, digital, and merchandise applications for a cohesive brand presence.

CSR Visual System (MUJI) – Brand Identity Designer / Feb 2025 – May 2025

- Developed a CSR-focused visual identity system for MUJI, aligning digital and print applications with its sustainable-living philosophy.
- Conducted a full brand audit and research process including design brief, audience personas, and moodboards to define core keywords guiding tone and visual direction.
- Designed cohesive digital and print assets and built a comprehensive brand guideline.

SodaStream Visual Rebrand – Brand Identity Designer / Apr 2025 – May 2025

- Conducted brand research to identify visual inconsistencies and outdated design across platforms.
- Developed moodboards and logo concepts, refining the chosen direction into a modern identity with defined color and tone.
- Built a cohesive visual system that revitalized the brand's playful and sustainable voice across all touchpoints.

SKILLS & TOOLS

Skills

Brand Identity · Visual Systems · Editorial & Layout Design · Concept Development · Packaging · Web & UI/UX Design · Typography · Collateral · Social Media Assets · Out-of-Home Design · Video Editing

Tools

Adobe Illustrator · Photoshop · InDesign · Figma · After Effects · Premiere Pro · Lightroom · HTML/CSS
Midjourney · Firefly