

SUMMARY

Creative and detail-oriented Graphic Designer, designing high-quality, immersive brand experiences through execution across print, and digital platforms for retail environments, digital marketing channels, and event spaces.

- 5+ years designing professional creative solutions for multi-channel campaigns, promotional and marketing materials, within in-house production environments for use in retail storefronts and digital platforms.
- Strong attention to detail and deadlines, maintaining consistency within brand guidelines across touchpoints.
- Oversees production for multiscaled, complex print-ready assets simultaneously for high-impact campaigns.
- Skilled at translating complex strategy with internal and external stakeholders on campaigns and initiatives.
- Passionate for storytelling, gaming culture, and purposeful design work that connects with audiences.

Tools: Adobe Creative Suite: Illustrator, InDesign, Photoshop, and After Effects; Figma, Miro, Procreate

Areas of Expertise: Typography, Editorial Design, Illustration, Marketing Campaigns, Product and Concept Development, Production: Photo-editing, Color Correction; Visual Storytelling

Technical Proficiency: Generative A.I.: Adobe Firefly, Photoshop A.I.; BoxDrive, Microsoft Office Suite: Powerpoint, Outlook; Keynote, Monday.com, Smartsheets, Slack, Language Learning: Japanese

PROFESSIONAL EXPERIENCE

Graphic Designer | March 2022–Current
WongDoody, Seattle, WA

- Generates print work for 5,000+ T-Mobile storefronts, including 2,300+ partner retailers, like Costco and Walmart.
- Creates consumer-facing, high-quality, static print offers, digital web banners, and storefront print displays for Apple, Samsung, and Google device launches and promotions.
- Led promotional design for print for the iPhone 17 Pro launch with existing and provided assets; generating a 30% increase in customer pre-orders for T-Mobile in 2025.
- Designed 180+ new in-store marketing templates for T-Mobile's 2025 visual identity rebrand, supporting national rollout.
- Collaborates daily with 70+ internal stakeholders on cross-functional teams: designers, producers, and clients, to execute brand-aligned content strategy in a fast-paced production environment.
- Develops and manages asset kits, style guides, and production files to ensure alignment across various formats, including digital, to support agency goals and strategy on seasonal and holiday campaigns.
- Provides creative direction during internal proofing reviews for localization, responsive layout, and color with internal stakeholders daily, to ensure design accuracy and quality, and improve accessibility.
- Designs custom assets including logos, web ads, pitch decks, and administrative materials for internal and client use.

Visual Designer & Illustrator | Nov 2020–Dec 2021
Self-Employed, Seattle, WA

- Contracted as a freelance Designer to support digital and print asset development, illustration needs, and business operations for client projects that included, September Works, an experience-interface design studio, and Parker Studio, a brand development studio.
- Worked collaboratively via Zoom; developed early-stage concepts, wireframes, and storyboards in Figma and Miro.
- Collaborated with a Creative Director, Senior Graphic Designers, Design strategists, UX Designers, and Product Managers to assist in brand and product development for a Google Area120 digital product.
- Created a library of original icons for social media, marketing, and packaging for the Girlfriend Collective.
- Designed 16 original hero illustrations for restaurant signage, printed and digital products for Top's Diner.
- Supported business operations for Parker Studio by managing timely communication with clients, vendors, and internal teams; coordinated project timelines and scope documentation for Amazon and Zappos.
- Delivered packaged assets and product, alongside illustrations and visual graphics, for multi-channel promotional marketing campaigns across Instagram, Youtube, and LinkedIn.
- Produced responsive web graphics and light-weight motion animated illustrations across multiple user touchpoints, adjusting designs based on technical considerations and campaign goals.

Associate Graphic Designer | June 2017–2019
University of Washington College of Arts & Sciences, Seattle, WA

- Designed marketing assets supporting college-wide initiatives that promoted student engagement across digital marketing channels and social media.
- Created animations, illustrations, and promotional materials adhering to the University's branding guidelines.
- Led creative development for an interactive graduation event, yielding exposure to 1,500+ students across campus.
- Developed content for social media channels, press releases, and the College's "Perspectives" newsletter.
- Produced digital assets for high-profile events, including the 2018 grand opening of the Life Sciences building.

VOLUNTEER EXPERIENCE

Graphic Designer & Merchandise Developer | June 2022–Current

The Seattle Art Book Fair, Seattle, WA

- Co-led and oversaw design development of the visual identities for the 2023 launch and 2025 events.
- Introduced accessibility hours for vulnerable and immunocompromised community members, and provided over 2000 free masks in coordination with WellBefore.
- Supported event planning and coordination alongside a core 5-person volunteer team to over 4000+ attendees, an increase of 128% in attendance from 2023 to 2025.
- Formatted the exhibitors and neighborhood guides to include originally designed icons, graphics, and maps.
- Created original artwork as lead illustrator for social media, digital advertisements, screen-printing activities, and merchandise.
- Designed graphics for large scale, digital displays in downtown Seattle on 2nd, 6th, and Union.
- Led merchandise development for shirts, tote bags, throw blankets, and stickers in coordination with Seattle print vendors.
- Provided print-ready graphic assets and illustrations for event displays and wayfinding signage.

Graphic Designer | March–Sept 2022

Creative Mornings, Seattle, WA

- Illustrated and co-designed a series of 6 unique riso-printed posters in collaboration with Cold Cube Press.
- Supported the development of a community-interactive project at the 2022 Seattle Design Festival to over 7,000+ attendees.
- Organized details for a host for the September public community-speaker event in Capitol Hill.

EDUCATION

Bachelors of Design | June 2020

University of Washington, Seattle, WA

Associate of Arts | June 2015

South Puget Sound Community College, Olympia, WA

AWARDS & RECOGNITION

Striker Design Merit Award | June 2020

University of Washington, Seattle, WA

- Recognized by the Division of Design Committee for excellence in collaboration and design execution.

Kenneth L. Striker Scholarship | May 2018

University of Washington, Seattle, WA

- Awarded for academic performance, portfolio strength, and contributions to the design community.

Design Foundations Distinction | May 2017

University of Washington, Seattle, WA

- Earned direct entry into the competitive Design program; ranked among the top 10% of applicants.