

EXPERIENCE

<b>Senior Graphic Designer</b> <b>Be Good Studios</b> Los Angeles, CA	06.2025–Present Working across digital, print and environmental design for clients including Alaïa, Moschino, and Canada Goose. Collaborating with art directors to develop brand identities, campaigns, and editorial systems, while building visual toolkits for consistent execution. Overseeing production across in store graphics, packaging, and out of home materials, ensuring alignment with creative intent and technical requirements.
<b>Freelance Graphic Designer</b> Los Angeles, CA	09.2020–Present Independent design practice providing branding, art direction and identity systems for clients in industries such as music, fashion, technology, outdoor recreation and bedding. Working with design studios to strategize and create implementations of projects across design and production. Clients include: Sijo, Clip, Specialized Bikes, ArtCenter College of Design, Kenny Beats.
<b>Exhibition Designer</b> <b>Mullin Transportation Design Center</b> Los Angeles, CA	12.2024–02.2025 Led identity for inaugural exhibition in ArtCenter’s Graduate Studies space. Designed and implemented production of environment from window graphics, title wall, and other necessary spatial graphics. Created graphics for social media and out of home promotion.
<b>Teaching Assistant</b> <b>ArtCenter College of Design</b> Los Angeles, CA	09.2024–12.2024 Assisted Professor Brad Bartlett with his Type 5: Transmedia class. Facilitated group and individual critiques, with a focus on typographic concepts, print, digital and spatial media. Provided students with resources to help concept and strategy ideation for visual identities of cultural institutions.
<b>Brand Designer</b> <b>BANDS (acquired by Warner Music Group)</b> Los Angeles, CA	09.2023–09.2024 Established and crafted the visual brand strategy for a music fintech startup, aligning it with the company’s mission and values. Ensured visual cohesion across media from digital to packaging. Collaborated closely with marketing and engineering teams to translate concepts into engaging visuals that resonated with rising musicians worldwide.
<b>Design Intern</b> <b>ELLA</b> Los Angeles, CA	05.2023–08.2023 Collaborated with studio founders in creating visual directions for exhibition graphics and publications. Assisted the production of publications including <i>KAOS Theory: The Afrocosmic Ark of Ben Caldwell</i> (AIGA 50 Books 50 Covers Winner) and <i>Whitney Biennial 2024</i> . Led creative direction of merchandise for Art + Practice’s 10 Year Anniversary.

EDUCATION

September 2022–April 2025 <b>Master of Fine Arts in Graphic Design</b> <b>ArtCenter College of Design</b> Pasadena, CA
September 2020–August 2022 <b>Bachelor of Arts in Design</b> <b>University of California, Davis</b> Davis, CA

EXPERTISE

<b>Strong working knowledge of</b> InDesign, Photoshop, Illustrator, Figma, MadMapper, Keynote, Midjourney, Basecamp, Slack, Notion
<b>Familiar With</b> After Effects, p5.js, Processing, Cargo, Blender, Glyphs
<b>Areas of Focus</b> Brand Identity, editorial, cross media design, generative design, research and strategy, curation

RECOGNITION

<b>ArtCenter Student Gallery</b> January 2023–Present List Arts Center (identity) ARCH Lab (identity) KCRW (identity) M_RG (identity and strategy) Sci-Fi LA (identity and booklet) Mitosis (typeface) Arktos (poster series)
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