

SNAP INC., REMOTE

SENIOR DESIGNER, 2024-CURRENT

I shape how the Snap Inc. brand and its subsidiaries show up in the world, from large scale campaigns to the smallest details of our visual language. I lead creative development across brand campaigns, rebrands, and storytelling systems that bring the brand's voice to life across every touchpoint, from OOH and digital to internal brand foundations.

Recent work includes developing brand guidelines to strengthen consistency across teams, art directing large scale campaigns, and evolving and establishing the design language across product launches, partnerships, and ongoing marketing initiatives.

At the heart of my work is the same spirit that defines Snapchat: connection, creativity, and self expression. I try to design in a way that feels authentic and human, creating work that people can feel and connect with.

NPR, REMOTE

SENIOR BRAND DESIGNER, 2022-2024

As a part of NPR's Brand Studio team within the marketing department, I played a key role in shaping NPR's brand identity across all marketing channels. I developed strategic design solutions for podcast launches, rebrands, audience growth initiatives, special series campaigns, and large-scale marketing programs. I brought a particular care to branded moments in the NPR ecosystem and advocated for the brand at the executive level.

My responsibilities included creating logos, social toolkits, brand positioning, overseeing custom typeface design, web refreshes, and more. I collaborated closely with stakeholders from all departments to understand their goals and translate them into visually engaging digital media campaigns and branding materials. I prioritized using data and insights to drive performance improvements and expand our audience reach, while upholding the integrity of the NPR brand.

EVERYWHERE, WORLD

FREELANCE DESIGNER, 2022-ALWAYS FOR THE RIGHT GIG

MOZILLA, REMOTE

CONTRACT SENIOR DESIGNER, 2022

Worked across the Mozilla brand family including Firefox, Pocket, and the Mozilla Foundation, helping refine and expand each brand's visual identity across various touchpoints.

**GRANDARMY
NEW YORK CITY, NY**

**SENIOR CREATIVE, 2021-2022
CREATIVE, 2018-2021**

Worked in a multi-disciplinary design studio environment. Brand identity, UI/UX design, art direction, video, illustration, strategy.

EDUCATION

**COLLEGE FOR
CREATIVE STUDIES
DETROIT, MI
2013-2017**

BFA in Graphic Design

SKILLS

Visual branding, design strategy, conceptual + strategic thinking, art direction, typography, illustration, storyboarding, web and product design, 2D motion design, presentation design, campaign development, production, and ceramics & various crafts. I care about doing things with intention, bringing good vibes, and collaborating to make things better. I try to bring a sense of fun and dynamic energy to everything I produce.

Figma, Adobe Creative Suite, G-Suite, Procreate, Sketch, Canva, HTML & CSS.