



EDUCATION

UNIVERSITY OF CINCINNATI, DAAP

GPA: 3.89/4.0 Dean's List
Bachelor's of Science
Graphic Communication Design
Graduated with Honors

AWARDS

AAF | CINCINNATI ADDY'S 2020

Gold, Guerrilla Marketing & Ambient Media
Judge's Choice, Student Entries

AAF | REGIONAL ADDY'S 2020

Silver, Guerrilla Marketing & Ambient Media

WORK EXPERIENCE

SENIOR DESIGNER | HYPERQUAKE

March 2022–Present

- + Create brand campaigns that live through digital marketing, traditional advertising, and other consumer touch-points
- + Design and build websites from wireframes to production
Translate complicated brand stories into a cohesive visual language
- + Communicate directly with clients through presentations, ongoing conversations, and collaborative workspaces
- + Lead teams of strategists, copy writers, and client managers
- + Flex copywriting skills for advertising and marketing needs
- + Provide clear & actionable feedback to other designers

DESIGNER | GREY

June 2019–March 2022

- + Create marketing solutions for products via social media, online retailers, and email campaigns
- + Collaborate with a team of strategists, copywriters, and client leaders
- + Participate in RFP's and client pitches
- + Maintain excellent work quality on tight deadlines
- + Present directly to clients, advocate for the team's creative solutions, and respond to feedback

JUNIOR DESIGNER | DOBLIN, DELOITTE

September 2018–December 2018

- + Conduct primary and secondary research
- + Analyze and synthesize research into design solutions
- + Lead collaboration efforts amongst a multidisciplinary team
- + Participate in and lead activities for multi-day client workshops
- + Create cohesive, engaging, and data-driven presentations to effectively communicate research findings

JUNIOR DESIGNER | LPK

May 2017–May 2018

- + Design net-new packaging solutions and strategic brand updates (primary categories: feminine care, personal health care, food and beverage)
- + Participate directly in user testing, such as focus groups, responding to feedback on the spot
- + Develop and design branding for new and legacy clients
- + Create visual identities, starting with mood boards and ending with brand guidelines

JUNIOR DESIGNER | CBX

January 2015–December 2016

- + Roll out designs and branding to product line extensions
- + Craft physical product mockups for proof of concept and presentations
- + Photograph and style food for packaging
- + Take packaging designs from initial concept through production

CORE COMPETENCIES

- + Branding
- + Advertising
- + Digital Marketing
- + Web Design
- + UX/UI