

WORK EXPERIENCE

Graphic Designer, ACS Motorola Solutions — June 2024- Present

- Created trade show deliverables aligned with Motorola Solution brand guidelines, including pop-up banners, flyers, catalogs, backdrops, print and digital ads, videos.
- Filmed and edited Motorola solution's product videos with Premiere Pro, animated GIFS utilizing Adobe After Effects, and illustrated vector-based icons for websites and social media platforms with Adobe Illustrator.
- Effectively created a solution to streamline ACS product information by designing website landing pages for customers to easily view, organically attracting 888 views.
- Redesigned email templates to improve readability and user experience; produced 66 B2B email campaigns, resulting in over 136,000 emails sent for targeted marketing initiatives.
- Collaborated with Sales to develop and implement targeted marketing strategies and engaging content to customers.

Freelance — 2022-Present

- Collaborated directly with clients to brainstorm and develop creative concepts and collateral tailored to their brand vision and goals.
- Designed a logo for *Valor Jiu Jitsu Gym*, a gym startup- used for embroidered logos, floor decals, Poster signage, Water Bottles, and more.
- Created branding and logo design for *Terrie's Butter drop Cookies*, a startup bakery- used for packaging, stickers, and business cards.
- Developed brochures and promotional materials for *Urban Christian Academy*, highlighting their programs and mission.

Multi-Media Design Intern, Trinity Christian College — 2021-Dec 2023

- Collaborated directly with the Creative Director for Sports Media Day, contributing to lighting design and assisting with athlete photography and videography to be used for social media, websites, and videos.
- Designed print and digital marketing materials in InDesign and Photoshop, including logos, flyers, brochures, posters, and web graphics, while maintaining consistent brand identity.
- Managed multimedia projects including video editing, motion graphics, and digital animation. Partnered with the Social Media Specialist to develop TikTok campaigns, Instagram Reels, YouTube video series, animated gifs, and social media post.
- Conceptualized, illustrated, and presented a mural proposal to enhance campus engagement. Painted the approved design on a 10.5 x 10.3 ft wall installation.

EDUCATION

Trinity Christian College

B.F.A. Graphic Design

SKILLS

Photoshop

Adobe Illustrator

Adobe Indesign

After Effects

Premiere Pro

Typography

Figma

Photography

Videography

Microsoft Office

PORTFOLIO

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