

EXPERIENCE

Gatcha

Graphic Design Lead

01/2024 — 08/2024

- Leads a team of strong graphic designers and design interns to strengthen Gatcha's visual identity.
- Organizes and optimizes work operations to maximize clarity, encourage employee growth, and foster a transparent environment.

Tresi

Graphic Design Intern

05/2024 — 08/2024

- Reinforces and builds upon the brand identity of luxury secondhand furniture company Tresì.
- Conceived guerilla marketing tactics, increasing real-world recognition in primary consumer areas.

Shortcuts

Graphic Design Intern

02/2024 — 05/2024

- Conceptualizes and executes launch campaigns, brand identities, and design assets for future products soon to make it to the market.

Sodexo @ Binghamton University

Graphic Design Marketing Intern

10/2019 — 05/2023

- Uniquely branded events, promotions, and monthly calendar banners for student outreach.
- Collaborated with colleagues to repurpose photography in visuals and refine copy to maximize the impact and reach of messaging.
- Closely communicated with superiors so designs can have strong impressions while adhering to University guidelines.

Harpur Edge @ Binghamton University

Graphic Design Lead

08/2021 — 05/2023

- Led branding strategy by revamping logos, mascots, and apparel.
- Strengthened Harpur Edge's identity to Binghamton University's brand standard.
- A stronger identity and greater presence on both social media and physical spaces increased follower count on social media by over 100%.
- Mentored/managed a future generation of graphic designers, fostering a healthy work-school balance and providing active feedback to improve consistency between different designers.

blipshift

Design Associate

05/2022 — 08/2022

- Introduced video-format advertising for social media, increasing customer engagement and Instagram following to 30,000.
- Determined acceptances of crowd-sourced design submissions in weekly design reviews.
- Noted optimization steps with automated tasks/removal of process pain points.

Studio Furukawa

Graphic Artist

11/2016 — 05/2017

- Enriched Pixel Car Racer, a mobile game with over 10M+ downloads, with pixel art assets.
- Established a foundation for a story-mode by conceptualizing characters and locations.

EDUCATION

The Royal College of Art

09/2024 — 08/2025

London, UK

MA Visual Communication

Binghamton University

09/2019 — 05/2023

Binghamton, NY

BFA Graphic Design

SKILLS

Strong working knowledge of:

Adobe Creative Suite (Indesign, Illustrator, Photoshop, After Effects, Premiere Pro, Lightroom), Microsoft 365

Familiar with:

Blender, Confluence, Jira, Slack, Adobe Acrobat, Figma