

SUMMARY

Creative and detail-oriented Graphic Designer and Visual Storyteller, designing immersive brand experiences through execution across digital and print platforms for retail environments and community event spaces.

- 5+ years designing creative solutions for consumer-facing promotional and marketing materials within fast-paced production environments.
- Strong attention to detail and deadlines, adhering brand guidelines accurately to design solutions.
- Oversees production for digital and print-ready assets for new brand identities and high-impact campaigns.
- Skilled at translating strategy into cohesive design systems and engaging visual experiences.
- Passionate for storytelling, gaming culture, and purposeful design work that connects with audiences.

Tools: Adobe Creative Suite: Illustrator, InDesign, Photoshop, and After Effects; Figma, Miro, Procreate

Areas of Expertise: Illustration, Typography, Editorial Design, Marketing Campaigns, Concept Development, Production: Photo-editing, Color Correction; Visual Storytelling

Technical Proficiency: Generative A.I.: Adobe Firefly, Photoshop A.I.; BoxDrive, Microsoft Office Suite: Powerpoint, Outlook; Keynote, Monday.com, Smartsheets, Slack, Language Learning: Japanese

PROFESSIONAL EXPERIENCE

Graphic Designer | March 2022–Current
WongDoody, Seattle, WA

- Generates creative solutions for annual seasonal campaigns and promotional materials across 5,000+ T-Mobile storefronts nationally, including 2,300+ national retail locations, including Costco and Walmart.
- Creates consumer-facing print offers, digital banners, a-frame displays, and storefront clings for Apple, Samsung, and Google device launches and promotions.
- Designed 180+ new in-store marketing templates for T-Mobile's 2025 visual identity rebrand, supporting national rollout.
- Collaborates daily with 70+ studio members: designers, producers, and client stakeholders to execute brand-aligned creative strategy in a fast-paced production environment.
- Developed and maintained asset kits, style guides, and print-ready production files to standardize campaign execution across various formats for seasonal moments including Mother's Day, Father's Day, Graduation, and Holiday.
- Delivers positive feedback, creative direction, and constructive assessment on localization, layout, and color, daily through internal reviews, to improve design clarity and accessibility.
- Designs custom assets including logos, web ads, pitch decks, and administrative materials for internal and client use.

Illustrator & Studio Coordinator, Contract | Aug–Dec 2021
Parker Studio, Seattle, WA

- Designed 16 original characters as hero graphics for restaurant signage, products, printed and digital assets for Top's Diner.
- Created a library of original icons for social media, marketing, and packaging for the Girlfriend Collective.
- Supported business operations by managing communications with clients, vendors, and internal teams using Monday.com.
- Coordinated project timelines and scope documentation for clients including Amazon and Zappos.

Visual Designer, Contract | Jan–April 2021
September Works, Seattle, WA

- Collaborated with a 4-person design team on brand and brand development for the Google Area120 digital product, Threadit.
- Participated in concepting sessions via Zoom, developing early-stage wireframes and storyboards in Figma and Miro.
- Refined graphic assets across multiple user touchpoints, adjusting designs based on feedback and technical considerations.
- Delivered packaged product alongside illustrations and visual graphics for promotional marketing materials upon launch.

Associate Graphic Designer | June 2017–2019
University of Washington College of Arts & Sciences, Seattle, WA

- Designed marketing assets for digital and print distribution, supporting college-wide initiatives that promoted student engagement.
- Created animations, illustrations, and promotional materials adhering to the University's branding guidelines.
- Led creative development for an interactive graduation event, yielding exposure to 1,500+ students across campus.
- Developed content for social media channels, press releases, and the College's "Perspectives" newsletter.
- Produced digital assets for high-profile events, including the 2018 grand opening of the Life Sciences building.

VOLUNTEER EXPERIENCE

Graphic Designer & Merchandise Developer | June 2022–Current

The Seattle Art Book Fair, Seattle, WA

- Co-led and oversaw design development of the visual identities for the 2023 launch and 2025 events.
- Introduced accessibility hours for vulnerable and immunocompromised community members, and provided over 2000 free masks in coordination with WellBefore.
- Supported event planning and coordination alongside a core 5-person volunteer team to over 4000+ attendees, an increase of 128% in attendance from 2023 to 2025.
- Formatted the exhibitors and neighborhood guides to include originally designed icons, graphics, and maps.
- Created original artwork as lead illustrator for social media, digital advertisements, screen-printing activities, and merchandise.
- Designed graphics for large scale, digital displays in downtown Seattle on 2nd, 6th, and Union.
- Led merchandise development for shirts, tote bags, throw blankets, and stickers in coordination with Seattle print vendors.
- Provided print-ready graphic assets and illustrations for event displays and wayfinding signage.

Graphic Designer | March–Sept 2022

Creative Mornings, Seattle, WA

- Illustrated and co-designed a series of 6 unique riso-printed posters in collaboration with Cold Cube Press.
- Supported the development of a community-interactive project at the 2022 Seattle Design Festival to over 7,000+ attendees.
- Organized details for a host for the September public community-speaker event in Capitol Hill.

EDUCATION

Bachelors of Design | June 2020

University of Washington, Seattle, WA

Associate of Arts | June 2015

South Puget Sound Community College, Olympia, WA

AWARDS & RECOGNITION

Striker Design Merit Award | June 2020

University of Washington, Seattle, WA

- Recognized by the Division of Design Committee for excellence in collaboration and design execution.

Kenneth L. Striker Scholarship | May 2018

University of Washington, Seattle, WA

- Awarded for academic performance, portfolio strength, and contributions to the design community.

Design Foundations Distinction | May 2017

University of Washington, Seattle, WA

- Earned direct entry into the competitive Design program; ranked among the top 10% of applicants.