

Software & Skills

Adobe Photoshop	Packaging Design	Google Search Console	Ad Campaign Management
Adobe Illustrator	Presentation Design	SEO Content Strategy	Social Media Management
Adobe InDesign	Brand Development	HTML + CSS Web Design	eCommerce Management
Adobe Premiere Pro	Visual Identity Design	Wordpress	Event Marketing
Adobe XD & Figma	Print Design	Copywriting	MailChimp

Employment History

Marketing Designer at US Surfaces | Austin, TX (Full-Time)

June 2021 – September 2025

- Led the design and execution of digital brand initiatives – including website visuals, email campaigns, product storytelling, and video content – ensuring a cohesive and elevated brand presence across all platforms.
- Provided art direction and creative oversight for external contributors and freelancers, aligning all visual outputs with Vadara’s refined aesthetic and strategic brand narrative.
- Played a key role in product development decision-making by shaping how new collections were visually positioned and communicated, ensuring design, storytelling, and market strategy remained tightly aligned.

eCommerce Coordinator at Lush Banners | Houston, TX (Full-Time)

August 2019 – May 2020

- Led the development, execution, and management of SEO, PPC, email & social media campaigns
- Led the development of multimedia content for company websites, newsletters and social media platforms.
- Managed and coordinated communications with freelancers, monitored fulfillment, and made sure the customers’ experiences were awesome

Web Designer at Decker & Associates | Houston, TX (Contract)

July 2018 – December 2018

- Handled design, implementation and functionality of the company website as well as rebranding of the company’s visual identity
- Designed new company wordmark logo and icon, as well as responsive web assets

Web & Graphic Designer at Meli Marketing | Cinco Ranch, TX (Intern to Hire)

June 2017 – October 2017

- Developed a variety of graphics, websites, landing pages, logos and other digital and print graphical assets for multiple local companies in various markets
- Trained in Google Adwords, Google Analytics, campaign strategy, SEO and content strategy