

WORK EXPERIENCE

Spot & Tango Senior Designer November 2022–Present

Implemented a comprehensive rebrand across all channels in adherence to brand guidelines created by an external agency.

- Created visually appealing packaging designs for all products including our shipper box.
- Designed compelling assets for both organic and paid social channels, enhancing brand visibility.
- Developed visually engaging email designs for campaign and evergreen channels, contributing to sales and education of customers.
- Played a key role in art directing photoshoots.
- Provided images and graphics for the company website.
- Designed graphics to enhance the visual appeal of our Amazon store, optimizing the online shopping experience.
- Effectively managed a freelance designer and copywriter, ensuring high-quality deliverables and timely execution.

Flamingo Designer March 2021–October 2022

Spearheaded the email channel, handling end-to-end responsibilities from conceptualization to design and building emails using Stripo.

- Crafted visually compelling paid ads for display and social media platforms, contributing to effective advertising campaigns.
- Designed assets for organic social channels, ensuring a cohesive and engaging brand presence.
- Collaborated in storyboarding and provided graphic support to the video editor.
- Gained valuable experience by shadowing on photoshoots, understanding the creative process and contributing to the final output.

The Participation Agency Designer May 2019–January 2020

Designed impactful decks, motion graphics, social posts, emails, and spatial mockups for esteemed clients such as Apple, Audible, Airbnb, and Shure.

- Spearheaded the development of an original identity system for a female-centric airline initiative.
- Successfully created a new identity system for a program catering to touring musicians.
- Took charge of managing social media presence, poster design, and website updates for a women's networking event on a monthly basis, ensuring consistent and engaging communication.

Karma Network Designer June 2018–May 2019

Collaborated with the founder on rebranding the company, aligning visuals with the brand vision.

- Created engaging short-form motion graphic videos under tight deadlines.
- Curated impactful hero images for articles, enhancing the storytelling of content.
- Designed decks, brand collateral, and social media assets, contributing to a cohesive and compelling brand presence.

Bustle Design Intern → Junior Designer (Contract) December 2016–March 2018

Mullen Lowe Creative Intern June–August 2015

EDUCATION

Maryland Institute College of Art 2012–2016

BFA in Graphic Design

SKILLS

Illustrator

Figma

Sketch

Photoshop

After Effects

InDesign

Keynote

Google Slides

Art Direction

Packaging Design