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MAR 2025 - PRESENT

## Freelance Art Director + Designer

Fractional design support, marketing creative, activation design

**Contracts:** OLLY Vitamins (March - July 2025), The Lactation Network (March - August 2025)

**Clients include:** IPSY, Drumstick, Dear Media, SK-II Skincare, Nespresso, Meta, American College of Obstetricians and Gynecologists, Educated Mess Skincare, GoGoSqueeZ, Social Chain Agency.

NOV 2022 - MAR 2025

## April Tax Solutions

Senior Marketing Designer

- Develop innovative and visually appealing concepts aligned with marketing objectives.
- Design bespoke materials for Sales team, including presentations, UX demos, email campaigns, and print collateral.
- Manage workflows for junior designer and freelancers.
- Oversee production and execution for branded marketing activations and events.

JUNE 2021 - NOV 2022

## Consume Media

Senior Motion Graphic Designer

- Conceptualize and design vector storyboards for video projects.
- Craft concepts, sketches, and moodboards for design directions.
- Work closely with production teams to ensure creative direction is achieved.

NOVEMBER 2019 - JUNE 2021

## Ethic Creative Works

Graphic Designer

- Design both print + digital assets including postcards, billboards, social media assets and websites for several different clients.
- Professionally communicate with clients to ensure all needs are met.
- Create concepts and pitch to clients.

FEBRUARY 2018 - MAY 2019

## 2ULaundry

Brand Designer, Creative Lead

- Create and update brand standards to ensure all creative projects are created in line with the company's messaging.
- Manage all relationships with outside creative vendors including professional printers, photographers, and freelancers.
- Coordinate and direct all brand photo and video shoots.
- Design all collateral across both print and web.

APRIL 2017 - FEBRUARY 2018

## Ballard Designs

Jr. Graphic Designer

- Design print marketing materials and signage for Ballard's retail locations.
- Work closely with retail teams for seasonal needs.
- Work alongside catalog team to design and version seasonal catalogs.