

## education

### BFA Graphic Design

Appalachian State University, 2019

## skills

Adobe Creative Suite; Affinity Suite; Sketch; Figma; Canto DAM; Lingo; Brandfolder

Email marketing management; Klaviyo; Mailchimp

HTML5; CSS3; Sass & SCSS; jQuery; Git; Bootstrap; Foundation, Shopify, Wordpress

Risograph printing; offset printing; bookmaking; digital press management

Time management; strategic, metric-informed planning; self-direction; collaboration & cooperation; creative experimentation; critical observation & feedback facilitation

## accomplishments

### Phaistos Project, 45 Symbols

#### Web-Publication Finalist, 2019

Iconographic system selected for web publication

### Climate Stories Showcase, 2019

Short story and small print edition selected for exhibition

### Hybrid Print & Design Residency, Amsterdam, Netherlands, 2019

Experimental printmaking and design experience at AGA Lab and Grafische Werkplaats Amsterdam (GWA)

### Loading: Exhibition, 2019

Two installations selected for exhibition at Smith Gallery in Boone, NC

## experience

### Design Lead, Digital Marketing Manager, Digital Press Manager

AMV Holdings // Mooresville, NC // November 2020–Present

- Redefined the visual identities of both Kure CBD & Vape and over a dozen AMV product lines
- Managed visual brand development; crafted printed materials, digital graphics, interior and exterior retail signage; contributed to website design
- Oversaw a small social media team and managed the broader marketing team's internal processes
- Planned and constructed email newsletters and automated email flows which generated over \$1.3 million in attributed revenue over a 12 month period
- Ensured efficient operation of Konica Minolta digital press; provided training, managed supplies, and kept an up-to-date catalog of substrates

### Lead Designer

Overmountain Studios // Boone, NC // August 2019–November 2020

- Worked closely with a variety of local small business clients
- Crafted, logos, brand guidelines, website layouts, marketing collateral, and other media
- Oversaw and trained a graphic design intern

### Creative Lead

Zelda Universe // Remote // August 2015–January 2023

- Managed a team of 2–5 volunteer designers
- Ensured team created high-quality graphics and marketing materials
- Refreshed brand and developed brand guidelines digestible by non-designers and designers alike
- Provided direction for the website's layout and visual direction within established brand guidelines

### Teaching Assistant, Digital Imaging

Appalachian State University // Boone, NC // July 2019–August 2019

- Assisted Erin Ethridge's Digital Imaging class by keeping students' work organized, contributing to the creation of class curricula, and giving software and technique demonstrations
- Assisted in facilitation of critique sessions
- Offered one-on-one feedback sessions with students

### Teaching Assistant, Advanced Typography

Appalachian State University // Boone, NC // January 2019–May 2019

- Assisted Tricia Treacy's Advanced Typography class by keeping students' work organized and giving software and technique demonstrations
- Assisted in facilitation of critique sessions
- Offered one-on-one feedback sessions with students

### Graphic Designer

Caldwell County Democratic Party // Lenoir, NC // July 2017–March 2019

- Refreshed logo and established brand guidelines
- Crafted supplemental brand assets for use in email communications and social media
- Created various brochures and other printed matter for distribution

### Graphic Artist

Zelda Universe // Remote // 2014–2015

- Created high-quality graphics and marketing materials including web forum icons and assets, YouTube thumbnails and video assets, and social media images
- Promoted to creative lead in 2015