



Education:

ArtCenter College of Design,
Pasadena, CA

**Candidate for Master of Design
(MDes), Brand Design and Strategy**
Sep 2023 – Aug 2024

(Elise Mudd Marvin Memorial End
Scholarship

May 2024 – Aug 2024)

(ArtCenter Graduate
Continuing Scholarship
Jan 2024 – Aug 2024)

ArtCenter Graduate Scholarship,
Sep 2023 – Aug 2024)

College for Creative Studies,
Detroit, MI

**Bachelor of Fine Art,
Graphic Design,**
09/2010 – 12/2014

(Student Scholarship
09/2010 – 12/2014)

Recognition:

Quicken Loans

Pitch Day Semifinalist (Chosen from
800 entries company wide)
02/2016

School of Visual Arts:

**New York Studio
Residency Program**
07/2013 – 12/2013

Skills:

Design and Branding:

communication, brand identity
development, project management,
cross-functional collaboration, digital
and print media design, UX/UI design,
motion graphics, creative problem
solving, Agile methodology

Software:

Photoshop, Illustrator, InDesign, Figma,
After Effects, Keynote, Miro, HTML/
CSS, Final Draft, Slack, PowerPoint,
Word, Drive, Docs

Work History:

Brand Communications Manager

CLO Virtual Fashion, Los Angeles, CA, 10/2022 – 06/2023

Led the development and execution of brand strategies to drive brand awareness and engagement. Conducted rigorous research and uncovered market trends, transforming insights into compelling presentation materials. Managed email marketing campaigns, produced SEO-friendly content, and coordinated with global teams to ensure a consistent brand voice. Trade show booth design efforts led to a 50% increase in traffic and generated significant leads for university partnerships with Marvelous Designer.

Brand Content Designer

Fever Content, Los Angeles, CA, 03/2022 – 04/2023

Developed and executed social media and paid media content strategies for films, cinemas, film festivals, record labels, and musicians. Partnered with the Creative Director to craft targeted brand messaging for social media campaigns across Facebook, Instagram, LinkedIn, and Twitter. Ensured a cohesive narrative and increased brand visibility.

Graphic Designer

HartBeat Productions, Los Angeles, CA, 07/2020 – 01/2023

Developed narrative-rich pitch decks and social media strategies, significantly increasing project buy-in and user engagement. Produced SEO-friendly content regularly receiving over 100,000 likes. Edited promotional videos for TV shows and designed key art, ensuring a cohesive brand across broadcast, streaming, and social media platforms.

Visual Brand Designer

Haus Los Angeles, Los Angeles, CA, 10/2021 – 04/2022

Managed the creation of YouTube thumbnails for Netflix, resulting in 764,000 channel views. Led multiple projects daily, ensuring consistency in visual storytelling and high-quality outputs in all digital deliverables. Strategic thinking and attention to detail drove successful project completions.

Visual Brand Designer

Spodio, San Francisco, CA, 05/2021 – 10/2021

Unified brand imagery and developed motion graphics for a sportsbook startup, enhancing brand awareness and consistency across Instagram, Twitter, and LinkedIn. Compelling visual narratives contributed to over 500 impressions per post on LinkedIn.

Brand Content Designer

Camp + King, San Francisco, CA, 09/2019 – 07/2020

Revitalized bi-weekly e-newsletter campaigns at Camp + King, an ad agency serving major food brands. The team's efforts resulted in a 20% increase in open rates and positioned the agency as a thought leader in food advertising. Created social media graphics for clients like RE/Max, Papa John's, and Del Taco, effectively communicating through various channels.

Consultant for Various Detroit Based Non-Profits

Challenge Detroit, MI, 09/2018 – 10/2019

Led a team to assess and improve accessibility in a Detroit neighborhood arts district, enhancing community engagement. Managed a multidisciplinary team to create promotional materials for the Youth Employment Program, expanding participation from 12 to 40.

Graphic Designer 09/2021 - 10/2019 OneMagnify – Detroit, MI

Created animated graphics to boost social media engagement for clients like Lincoln and Ford.

Graphic/Brand Designer 09/2017 - 09/2018 mo marketing + pr – Detroit, MI

Overhauled the company identity, enhancing logos, websites, and collateral.

Digital and Social Media Designer 09/2016 - 09/2017 Lower East Side Partnership – NYC, NY

Led branding initiatives for Essex Street Market events, increasing community engagement.

Junior Graphic Designer Rocket Fiber, Detroit, MI, 12/2015 – 09/2016

Crafted an expanded brand style guide, designed animated GIFs for social media.

UX/UI Intern Electrolux, Charlotte, NC, 02/2015 – 09/2015

Conducted product usability research, identify pain points, solve for user pains.