



Design, Art Direction,
Illustration

CONTACT

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EDUCATION

FLORIDA STATE UNIVERSITY Master of Science | 2018

Integrated Marketing
Communications

Certificates in
Multicultural Marketing
and Web Design

Bachelor of Arts | 2016

Media Communication
Studies / Psychology

ABOUT



Curious



Optimistic



Collaborative



Problem-Solver

EXPERIENCE

Freelance Art Director & Designer

Let Grow | July 2019 – Jan 2021

- **Overview:** Established a new brand style across all content and media including website, articles and publications, downloadable resources, marketing materials, and social.
- Lead the artistic direction of UI design including over 25 illustrations, photos, and a library of over 35 icons displayed site-wide, while working with UX Designers and Developers to execute visual direction of new website.
- Collaborated with VP of Communications to create effective marketing pieces, including print, online, mobile advertisements; collateral materials; and internal and external corporate publications.
- Worked with Director of Content & Engagement to create new artwork for resources with the goal of engaging our audience and supporting our mission, targeting parents and teachers.
- Managed multiple projects in parallel in a fast-paced startup environment, took work from concept to final execution within weekly deadlines.

Freelance Designer

ownerIQ | Dec 2018 – Jan 2020

- Worked with Creative Director in developing marketing pieces, including internal and external print, online, and mobile advertisements and publications.
- Participated in cross-functional collaboration with Marketing and Sales teams to develop effective and strong visual messaging.
- Independently took work from concept to final execution with minimal senior oversight.

Designer / Art Director

Division of Student Affairs Marketing, Florida State University | May 2014 – Nov 2018

- Oversaw new design concepts and final deliverables for all 12 departments in the Division of Student Affairs.
- Created and supervised design of marketing collateral for on-campus initiatives and events.
- Hired, trained, and managed over 15 Junior Designers throughout final 2 years.

Design Lead

Divvy Up | May 2014 – Aug 2016

- Lead the design of illustrative custom sock designs, social media, web graphics, and packaging.
- Worked closely with founders in a fast-paced, startup environment.

SKILLS

Adobe Illustrator

Adobe After Effects

Adobe Photoshop

Procreate

Adobe InDesign

Art Direction

Illustration

Print Design

Brand & Identity

UI & Digital Design

Marketing & Promotion

Typography & Lettering

Product & Packaging

Project Management

Additional: Adobe Premiere, Adobe XD, HTML & CSS, Wordpress & Microsoft Office