



contact

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overview

I'm a seasoned graphic designer with a passion for making brands have a clear and meaningful voice through skills and expertise that have been honed over 7+ years. With a strong track record to be a resourceful, hard working individual, I have demonstrated my ability to create impactful designs. Whether it's developing a brand on e-commerce, art directing, or playing an impactful role in marketing campaigns, I thrive in bringing brands to life visually with a deadline-driven approach. With a keen eye for detail and dedication to delivering outstanding results, I am committed to pushing boundaries and exceeding expectations by being a self-starter and considering other's input invaluable.

skills

Very Proficient in:

Adobe Creative Suite
Illustrator
Photoshop
InDesign
PowerPoint
Microsoft Office

Knowledge of:

After Effects
Adobe XD
Lightroom

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Branding Strategies
Product Photography Composition
Package Design
Designing for Ecommerce
Layout & typography
Knowledge of UX/UI design

education

NORTHERN KENTUCKY UNIVERSITY

Bachelor of Fine Arts
Visual Communication Design

Minor
Marketing

KENTUCKY INSTITUTE FOR INTERNATIONAL STUDIES (KIIS)

Paris, France | June 2013

Berlin Germany | June 2015

- NKU International Study Scholarship | 2013 & 2015

experience

BRAND DESIGNER

Paycor | november 2021 to present | cincinnati, ohio

- Expert of the Paycor brand, contributing to the company's visual branding and marketing efforts with a focusing on the customer space.
- Develop compelling designs for both print and digital assets, supporting the sales team in their promotional activities and effectively conveying key messages to target audiences.
- Successfully lead and executed conference branding for Paycor's TECH+ Broker conference, ensuring consistent and impactful visual identity across various platforms and materials.
- Play a pivotal role in website layout redesigns, contributing to enhanced user experience and overall aesthetic appeal.
- Assisted in the planning and execution of several successful marketing campaigns, collaborating closely with cross-functional teams to achieve campaign objectives and drive engagement.
- Actively leading the marketing team's social team, organizing team outings and social events to foster a positive and cohesive work environment with our 100% virtual first approach.
- Mentoring and guiding the current design intern, providing valuable insights and nurturing their growth as a graphic designer.

SENIOR DESIGNER + DESIGNER

Hinge Global | march 2018 to february 2021 | cincinnati, ohio & seattle, washington

- Held the positions of Designer (Mar. 2018 - Dec. 2018) and Senior Designer (Jan. 2019 - Feb. 2021) at Hinge Global, specializing in e-commerce design with a focus on Amazon.
- Expertise in developing product images, A+ (enhanced brand content), and storefront designs for a diverse range of clients, both small and large.
- Art directed and edited multiple photoshoots to produce high-quality product images for client needs, ensuring visual consistency and brand alignment.
- Led the design efforts for Campbell's Food Service and its 7+ sub-brands, establishing and maintaining a cohesive look and feel for the Amazon space while delegating tasks to the team as needed.
- Spearheaded and successfully executed design projects for renowned clients such as McCormick Food Service, Tim Horton's (Canada & America), 361 Degrees Running Shoes, Phocus Caffeinated Water, and various other brands.
- Played a pivotal role in establishing an efficient file organizational system for the team, improving workflow and accessibility to digital assets.
- Contributed to solidifying the company's brand identity by executing final brand guidelines and designing an updated website, enhancing the company's online presence.
- Actively participated in the hiring process for key team members, including the creative director and fellow designers, ensuring a talented and cohesive team.
- Relocated to Seattle, WA in 2019 to support the company's expansion on the west coast, demonstrating adaptability and commitment to the company's growth.

DESIGNER

The Think Shop | january 2016 to february 2018 | newport, kentucky

- Successfully executed branding and rebranding projects, collaborating with clients to develop refreshed and modern brand identities that resonated with their target audiences.
- Played an integral role in designing and implementing effective marketing campaigns, translating client objectives into compelling visual materials that generated brand awareness and drove customer engagement.