

PROFESSIONAL SUMMARY

User-centered designer specializing in end-to-end user experiences with a focus on marketing-driven digital and print platforms. Skilled at creating high-fidelity, intuitive solutions that balance user needs, partner goals, and brand vision. Expertise includes UX/UI, visual storytelling, and scalable design systems that drive engagement and conversion. Collaborative and detail-oriented, experienced in leading cross-functional teams to turn complex ideas into polished, user-first solutions. Proficient in Figma, Illustrator, After Effects, and Adobe Creative Suite.

EMPLOYMENT HISTORY

APR 2024 - PRESENT

Graphic Designer, Robbins Research International (Tony Robbins), Remote

- Designed user-centered wireframes, flows, and creative assets for multi-channel marketing campaigns, collaborating closely with developers and marketing strategists to deliver high-converting experiences across web, email, and social.
- Grew “The Edge” newsletter to 60,000+ subscribers since Jan through strategic design and content alignment.
- Developed visual assets for product launches and promotions, including the **Time To Rise campaign (Feb), which generated \$2M+ in revenue** through the marketing funnel.
- Partnered with cross-functional teams, including engineering, editorial, and paid media, to align design execution with funnel strategy, optimizing lead generation and user engagement at key touch points.

OCT 2023 - FEB 2024

Product Designer, Engaging.ai, Remote

- Designed intuitive UX/UI for AI products, including survey experiences for Constellation Brands and The Wine Group, and interface flows for licensing app Clippi.
- Produced high-impact motion graphics, interactive storyboards, and explainer visuals using Figma, Illustrator, and After Effects to support product storytelling.
- Partnered with cross-functional teams including engineering, legal, and creative directors to align design output with compliance, functionality, and brand voice.

SEP 2021 - FEB 2023

Junior Graphic Designer (formerly design intern), 2x4 Nutrition, Remote

- Designed and launched packaging and brand assets for the 13-product *Better* line, elevating visual identity across DTC, retail, and Amazon channels.
- Drove end-to-end creative execution for digital campaigns, print collateral, and eCommerce visuals in collaboration with marketing, senior designers, and product teams.
- Promoted from intern to junior designer for demonstrating initiative, cross-functional communication, and design that consistently met fast-paced launch deadlines and brand goals.

EDUCATION

Bachelor of Fine Arts in Graphic Design, Academy of Art University, San Francisco, CA

Graduated with three-time Academic Honors and one-time All-American honors, and honorable mention best portfolio. Served as President of Student-Athlete Advisory Council, and President of Pacific West Conference SAAC.

LEADERSHIP

President of Student Athlete Advisory Council

PACIFIC WEST ATHLETIC CONFERENCE

- Co-launched the green bandana initiative, securing \$20K per university for QPR mental health coach training. Led 26 university reps through NCAA annual voting and business.

SKILLS

Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), UX/UI Design, Wireframing & Prototyping, User-Centered Design, Responsive Design, Branding & Visual Identity, Packaging Design, Marketing Campaigns, Motion Graphics & Video Editing, Print Production & Prepress, Typography, Cross-Functional Collaboration, Visual Communication, Public Speaking, Graphics, Print