

Brand & Marketing Designer with 4+ years of experience creating end-to-end design solutions across digital and physical touchpoints, including DTC and wellness/supplement environments. Experienced in packaging, brand identity, and multi-channel campaign design spanning web, email, paid media, and social. Known for translating marketing strategy into high-impact visual storytelling that drives engagement and revenue. Skilled in developing scalable design systems and maintaining consistency across fast-paced, high-growth environments.

EMPLOYMENT HISTORY

APR 2024 – PRESENT

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

- Led design for multi-channel marketing campaigns across web, email, and social, supporting high-conversion funnels and product launches
- Developed and maintained scalable brand systems and design guidelines across Tony Robbins and Sage Robbins brands
- Contributed to design direction and led execution for the 2026 Time To Rise Summit, supporting a \$2M+ campaign launch
- Designed landing pages, paid media assets, and promotional materials balancing performance goals with brand consistency
- Partnered cross-functionally with engineering, editorial, and paid media teams to align creative with marketing strategy

OCT 2023 – FEB 2024

Product Designer (UX/UI), 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 a 26-product supplement line, supporting DTC, retail, and Amazon distribution
- Executed multi-channel marketing assets across eCommerce, paid media, email, and print collateral
- Collaborated with product and supply teams to align packaging design with manufacturing requirements, reducing production errors
- Reviewed and finalized print-ready files and color proofs to ensure consistency across physical and digital SKUs
- Promoted from intern to junior designer for strong performance in fast-paced product launch environments

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.

SKILLS

Design Tools

Figma, Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Audition, Premiere, Google Workspace, Microsoft Suite

Brand and Visual Identity

Brand Development, Art Direction, Visual Systems, Brand Guidelines, Creative Direction Support, Component Libraries, Systems

Marketing & Campaign Design

Multi-Channel Campaign Design, Email & Lifecycle Marketing, Landing Page Design, Conversion-Focused Design (CRO), Marketing Creative Execution

Packaging and Print

Packaging Design, Print Production, Prepress, Vendor Collaboration, Color Proofing, Manufacturing Alignment, Packaging Systems