

PROFESSIONAL SUMMARY

Graphic designer with 3.5 years of experience creating innovative branding, packaging, and marketing solutions across digital and print platforms. Proficient in Adobe Creative Suite, Figma, and Google Workspace, with a strong background in rebranding initiatives, campaign assets, and user-focused designs. Known for delivering high-quality, scalable visuals that enhance brand value and resonate with target audiences. Adept at collaborating cross-functionally to ensure cohesive design execution and drive creative success.

EMPLOYMENT HISTORY

APR 2024 - PRESENT

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

- Spearheaded the social media rebrand for Tony Robbins and Sage Robbins' accounts, developing innovative templates and design guides for scalable use by the social team.
- Designed creative assets for active campaigns, including wireframes, video end cards, and social media content, ensuring brand consistency across platforms.
- Contributed to the rebranding of the Global Youth Leadership Summit (GYLS), crafting impactful visuals for a key youth leadership initiative.
- Collaborated cross-functionally to deliver high-quality, deadline-driven designs that supported marketing efforts and enhanced brand identity.

OCT 2023 - FEB 2024

Graphic Designer & Marketing Consultant, Engaging.ai, Remote

- Conceptualized and executed UX/UI tech products for AI licensing app Clippi, and AI product survey experiences for The Wine Group and Constellation Brands.
- Developed motion graphic storyboards and created video infographics using Figma, Illustrator and Photoshop. Collaborated cross-functionally with video production and editing team, as well as the creative director and legal consultant.

MAY 2022 - FEB 2023

Junior Graphic Designer, 2x4 Nutrition, Remote

- Developed alongside junior and senior designers branding and packaging for the 13-product "Better" line, creating innovative, nutrition-focused designs aligned with market trends for D2C and B2C sales.
- Managed end-to-end print processes, coordinating with printers to meet tight deadlines while delivering high-quality packaging and print assets.

SEP 2021 - MAY 2022

Design Intern, 2x4 Nutrition, Remote

- Collaborated with designers, creative director, and marketing team to create graphics for packaging, promotions, website, print, and Amazon listings.
- Developed design concepts for the launch of 2x4 Nutrition's social media platforms, including Instagram carousel graphics.

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 from 2021-2023, and Pacific West Conference President from 2022-2023.

LEADERSHIP

President of Student Athlete Advisory Council

PACIFIC WEST ATHLETIC CONFERENCE

- Co-initiated the innovative green bandana initiative, securing \$20,000 of funding for each of the thirteen universities for coaches to obtain QPR mental health training certifications. Led 26 university and team representatives through official annual NCAA voting and business.

SKILLS

Adobe Creative Suite, Figma, Powerpoint, Graphic Design, Branding, Typography, Layout, Video Graphics, infographics, AI Technology, UX/UI, Package Design, Marketing, Podcasting, Visual Communication, Print Processes, Logos, Public Speaking, Videography, Video Editing, Audio Editing, Campaign Design