

PROFESSIONAL SUMMARY

User-centered graphic designer with 4 years of experience driving end-to-end design processes—from research and ideation to execution—across digital and print platforms. Expert in creating intuitive, impactful visuals that prioritize user experience while supporting marketing goals. Proficient in Adobe Creative Suite, Figma, and Google Workspace, with a strong background in campaign design, branding, and packaging. Known for delivering scalable, high-quality assets that enhance brand value and engage target audiences. Collaborative and detail-oriented, skilled at partnering cross-functionally to ensure cohesive, effective design solutions.

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.
- Spearheaded the social media rebrand for Tony and Sage Robbins' personal brands, creating a scalable design system of templates and guidelines that streamlined production and elevated consistency across platforms.
- 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 touchpoints.
- Delivered end cards, paid media assets, and landing page visuals for product launches and promotional events, balancing performance goals with high-level brand integrity.

OCT 2023 - FEB 2024

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

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