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designer
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credentials

**AIGA, The Professional
Organization for Design**
Certified Design Leader (AIGA DL)
December 2023

Rutgers University
New Brunswick, NJ
Certificate in User Experience Design
November 2018

The University of The Arts
Philadelphia, PA
Bachelor of Fine Arts in Graphic Design
May 2011

Chestnut Hill Academy
Philadelphia, PA
High School Diploma
Outstanding Senior Artist Award
June 2004

experience

Graphic Designer, Marketing & Communications
Rutgers University-Camden

- **Visual storytelling:** Digital editorial design of daily breaking news stories and biannual *Rutgers-Camden Digital Magazine* articles for an audience of over 55,000 alumni and supporters. Create and utilize custom graphics, video, GIFs and existing branding elements for layouts utilizing the Shorthand web content platform.
Design and art direction for *Rutgers-Camden Magazine* print version: cover story branding, full content layout, photo editing, and contribution to creative vision of photoshoots.
- **Admissions, campus, and marketing support:** Design and produce brochures, flyers, postcards, infographics for various internal and external campaigns and departmental needs. Special event promotion including event branding and wayfinding signage. Copywriting as needed.
- **Email and social media design:** Create artwork and motion graphics for social and email messaging utilizing social outlets and Mailchimp.
- **Commencement:** Branding and production of annual Commencement program and supporting social media assets (GIFs and geofilters).
- Marketing and communications designer servicing a leading research institution's campus of over 7,000 students. Protect the Institution's visual identity, and provide creative solutions while working within established brand guidelines.

12/2017 - Present

Senior Graphic Designer
Greater Philadelphia YMCA

- **Strategy and creative execution:** Various advertising campaigns; collateral creation such as brochures, postcards, flyers, t-shirts, newsletters, corporate communications, billboard, mall and transit ads, branch and special event signage, email, web and social media artwork, annual report design, fundraising support pieces; branding/logo jobs; and copywriting as needed.
- Improved look & feel of all branded materials while working within established guidelines in a fast paced, ever-changing environment.
- Oversaw design interns, provided training, art direction, feedback and approvals for jobs. Implemented an organized marketing production request system upon arrival.
- Inaugural in-house designer for the Greater Philadelphia Valley YMCA (formerly Philadelphia Freedom Valley YMCA), an established non-profit. Supported 19 locations as well as the Corporate Headquarters in order to meet membership, fundraising and Association goals.

6/2014 - 12/2017

Visual Designer
Lehigh Valley Media Holdings, LLC

- **Design and production:** In-house designer for a growing marketing agency consisting of five smaller companies: Lehigh Valley Easy Pages, Easy Apps, Local Pages Publishing, Images of Grace Publications and Montco News Magazine. Created new and edited past advertisements for local and national clients. Full layout for quarterly Montco News Magazine. Lead branding efforts, created sales sheets, and company collateral for internal use such as training manuals and stationary.
- **UX Design:** Designed for user experience within mobile apps created for small business clients.
- Worked closely with the CEO, Art, and Marketing Directors to complete both print and digital tasks in a deadline-driven environment.

5/2011 - 6/2014

Brand Ambassador / Experiential Marketing Specialist
Events and Promotions of Various World-Class Brands

- **Engagement and Brand awareness:** Independent contractor for various indoor and outdoor special events, promotions, festivals, and marketing campaigns for brands including Chevrolet, Fox, Nike, Coca-Cola, AT&T, ABC, Verizon, Virgin Mobile, Microsoft, Gatorade, Budweiser and many others. Act as personality and 'face' of the brand to ensure that consumers have memorable and positive experiences during events.
- **Event production:** Production assistance and recaps, guest relations, product sampling, giveaways, VIP guest interaction, survey data retrieval, photography, guerilla marketing efforts and more tasks as assigned.
- Obtained insight on experiential marketing and design, tactics, trends; and their effectiveness on consumers from brands both large and small. Developed inter-personal, team lead and management skills.

9/2010 - 12/2018

skills

Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD, After Effects, Bridge, Lightroom, and Acrobat

Microsoft Office Software

User Experience Design: InVision, Sketch, Figma

Canva

Branding & Identity Design

Typography

MailChimp Email Platform

Copywriting

Photography

Illustration

Google Ad Design

Shorthand Web Content Platform

Simple Motion Graphics and GIF Animation

Content Creation, Social Media Strategy/Management, and Geofilter Design

Problem-Solving, Interpersonal, Leadership, and Customer Service Skills

Experiential Marketing and Brand Promotion Experience

Certified Associate in Project Management (CAPM) credential in progress