

Education

Parsons School of Design – 2018
AAS in Graphic Design

SUNY Binghamton – 2014
BA in Political Science,
Minor in Drawing

John Cabot University – Spring 2013
Semester in Rome

Skills

Programs

Indesign	HTML/CSS
Illustrator	Social Platforms
Photoshop	Wordpress
After Effects	Mailchimp
Figma	Canva
Sketch	Google Suite
Keynote	Hubspot
InVision	

Practical

Brand Strategy
Photography
Illustration/Drawing
Copywriting
Competitive Analysis
Market Research
Proficient in French

Personal

Human-Centered Design
Collaborative Design
Team Ideation
Leadership
Group Management
Workshop Coordination
Adaptability

Relevant Experience

Perks

Senior Designer

Boston, MA | New York, NY | Remote
May 2022 – September 2022

- Created and standardized branding and guidelines as well as materials across 5 distinct sub-brands, such as resource templates, podcast covers and newsletters.
- Designed all materials for a multi-city convention, including new speaker deck templates, environmental graphics, wayfinding, and motion graphics.

Future Food Network

Product & Visual Designer

San Francisco, CA | Bologna, Italy | Remote
April 2020 – January 2021

FFN leads joint research sprints and workshops with partner brands on increasing food sustainability and accessibility through their communications, branding, and food systems using human-centered design. Notable clients include Google Food, The Sodexo Collective, Dole, and Barilla.

- Created initial brand strategy structures and prototype communication ideas. Led a team of researchers and culinary specialists in designing sensory research and providing competitive analysis of product design.
- Built handbook for an international client's company-wide guidelines on future product development. Designed prototypes, conducted interviews and completed market analysis of package design and sustainability claim trends.
- Created infographics and data visualizations on sustainable labelling, iconography, and language trends. Designed and presented decks for external meetings and prepared weekly client newsletters.

Freelance

Graphic Designer

March 2018 – Present

Project 42, Remote

- Brand identity, strategy, brand voice, copywriting, UI & UX, and wireframing for mobile and desktop platforms.

Avery Dennison, New York, NY

- In-store labeling and hang tags, market research, competitive analysis, deck building for large retail clients such as Victoria's Secret and American Eagle.

Baccarat, New York, NY

- Redesigned the Bestsellers Catalog for a 5 year company review, in a new format that can be reused for future print editions.

CBA Agency

Junior Designer

San Francisco, CA | New York, NY | Remote
August 2021 – December 2021

- Assisted in creating and updating brand guidelines, icon systems and packaging. Iterated on concepts for client brand materials such as stationery, zoom backgrounds, and stickers. Edited and crafted decks and infographics.
- Worked on environmental designs, wayfinding, office branding and decals. Produced designs for trade materials, expo tablecloths, backdrops, and demo products.
- Designed for clients' social platforms making LinkedIn banners, social templates and posts, as well as gifs and short motion graphics.

Casa Dragones Tequila

Graphic Designer

New York, NY

January 2019 – September 2019

- Oversaw and executed redesign of new labels, and package design for product line extensions and launches. Standardized shipping packages for current products.
- Designed menus, sales sheets, decks, pressbooks, web retailer deliverables, in-store assets and managed all design projects for Events and Sales teams.
- Responsible for: designing and photographing product shoots, communicating with print vendors, writing and editing social copy, photo selects and coordinating with the social media manager and content director on graphics for social media, newsletters, and website updates.