

## contact

Greater Boston Area

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## skills

### Adobe CC

Illustrator/After Effects/InDesign/  
Photoshop/XD/Premiere/Acrobat

### MS Office

Word/PowerPoint

### UI Web Design

Wordpress/Figma/HTML/CSS

### Communications

Visual/Written/Interpersonal

### Motion Graphics

### Ideation + Problem Solving

### Visual Design Principles

### Project Management

### Collaboration + Teamwork

## interests

Culture / Media

Fine Art / Design / Murals

Nature / Marine Science

Illustration / Animation

## social

Managed Accounts:

@sailemsoundcoastwatch  
@cyberknightsus

## about me

### Brand Designer and Multi-Media Artist

Experienced brand designer seeking creative and professional growth opportunities in motion graphics and UI design. My aim is to provide exceptional and versatile visual communications across a broad range of media. My goal is to work in a setting where creative design is a critical aspect of digital transformation, where customer experience and culture are used to create impactful solutions.

## job experience

### Brand Designer, Global Communications

**2022-Present**

Converse – Boston, MA

Lead creative approach for Converse Awards 2023-2024. Supported the Global Enterprise Communications team with digital and print assets, motion graphics, and presentation templates. Collaborated with teammates, x-functional teams, and Senior leaders on employee activations, including Quarterly All Team meetings, heritage months, and WHQ based activities.

### Communications Specialist

**2021-2022**

Salem Sound Coastwatch – Salem, MA

**Website project** | Redesigned and developed the main organization website, outdated by over 20 years, using Figma and WordPress.

Managed communications and design for SM and email. Delivered content, including print collateral, videos, and copy. Generated \$45k through 2021 year end appeal, an increase of 375% over previous years. Increased SM audience reach 141.1% from previous years, with a 23% follower growth rate.

### Digital Designer and Integrated Media Manager

**2019-2021**

Rofori Corporation – Indianapolis, IN

**Cybersecurity project** | Worked with senior and junior developers on UX wireframes, UI prototypes, and content for cybersecurity cloud-based platform. Designed and developed product website, branding, and inbound marketing strategies for SM, email, and FB ads. Delivered content, including animations, print collateral, templates, and written blogs.

**Purdue University project** | Researched SaaS platforms for Purdue Cyber Apprenticeship Portal (P-CAP). Created user personas and journey maps for cloud-based portal. Designed user interfaces including registration, profile, dashboard, and aptitude assessment UI. Produced animations for P-CAP website.

### Graphic Design Intern

**Jun 2019-Aug 2019**

Infinite Media Inc. – Danvers, MA

Delivered designs for packaging and greeting cards. Packaging design accepted upon pitch to client, SunLife Financial, without revisions. Created B2C content for SM.

## education

### School of the Museum of Fine Arts at Tufts University

**2010-2014**

Bachelor of Fine Arts (BFA), Painting and Illustration

### North Shore Community College

**2018-2020**

Associate Degree (IMD), Graphic Design and Integrated Media Communications