

EXPERIENCE

Mar 2023 - Present

Freelance Graphic Designer

- Work in partnership with clients and brands to ensure creative aligns with standards, goals, and visions of the organization.
- 20+ roster of individual and corporate clients including Oakley, Strategy House, Monroe Truck Equipment, St. Ann Center for Intergenerational Care, Too Faced Cosmetics, Sonic Sleep App, and more.

April 2019 - Mar 2023

Art Director | Flipeleven Creative

Promoted to a core role in the agency's team strategizing and executing on digital marketing designs including web, social, print, email, presentation design and more for all client projects.

- 25+ roster of multi-industry clients including manufacturing, biotech, insurance, education, nonprofit, health, youth athletics and more.
- 1-5 Direct Reports (dependent on project needs).
 - Design life cycle (research to completion) management;
 - Budget and project needs adherence/guidance;
 - Agile workflow.
- Led large-scale, integrated marketing campaigns: targeted compelling, brand-aligned assets and elevation.
- Led design direction for clients' marketing campaigns:
 - Delivered cross-platform for social, web, video, and email.
- Led the agency's [rebrand](#) and strategic shift
 - Resulted in agency's highest annual revenue to date.
- Drove agency sales efforts:
 - RFPs, lead pitches, estimate and statements of work preparation
 - Established documented sales operation materials;
 - Developed presentation materials.
- Promoted to a client-facing role
 - Creative lead for the agency + client brands
- Helped build the creative services arm of the agency
 - Aided in agency transition from video production + web development to wider gamut of services.

Aug 2016 - April 2019

Senior Graphic Designer | Flipeleven Creative

- Executed graphic design and digital projects:
 - Including web design, animated banners, packaging design, and print materials.
- Fast-paced environment, managed projects concurrently to deliver on tight deadlines.

Aug 2015 - Aug 2016

Lead Graphics Manager | Casablanca Bridal

- Led the creative execution and development for all bridal brands including photoshoot direction, digital and print advertising, merchandising materials for sales, and website and visual content.

Mar 2015 - Aug 2015

Global Product Training Specialist & Graphic Designer | Oakley

- In charge of working cross-functionally with product and marketing teams to deliver offline training tools to global sales team.

Feb 2012 - Mar 2015

Graphic Designer | Enzoani

- Led internal communication with global team leaders responsible for delivering brand materials cross-platform for tradeshow, marketing, web, and email campaigns.
- Responsible for vetting and hiring interns to support efforts.

SKILLS

- Adobe CC
- Microsoft Office Suite
- G-suite
- WordPress
- Slack
- Jira/Atlassian

- Coschedule
- Figma
- Active Campaign
- Branding
- Design systems
- Web Design

- Print and prepress
- Marketing & Ad Design
- Wireframing
- Native App Design
- Campaign Design
- UX/UI

EDUCATION

Chapman University, Orange CA
BFA Graphic Design & Minor in Communications
Magna Cum Laude and Departmental Honors 2012