

Graphic Designer creating engaging work for agencies, brands, and startups. Expertise in art direction, brand identity development, and visual storytelling.

Experience

Storyboard That: Needham, MA.

Senior Graphic Designer, Graphic Artist. 2020 – 2026

- Design and animate hundreds of customizable and interactive vector based characters and scenes for educational software, enhancing user engagement and learning experiences.
- Create and A/B test website designs and software products for 24% increased subscription rates.
- Design and produce 4 - 5 conference booths and assets annually, seen by 10,000+ attendees
- Create LMS's (Learning Management Systems) with learning experience designers for K-12 schools worldwide.
- Develop integrated campaigns across email, social media (UGC), video, and web, increasing engagement by 15%.
- Lead designer for the company re-branding across web, marketing, product, conference, and digital.

TJX: Framingham, MA.

Senior Graphic Designer. 2020 – 2020

- Collaborated with creative directors to develop nationwide promotional campaigns for retail brands.
- Designed and built assets for email, print, and social media for a 7% increase in engagement.
- Managed feedback and prepared final materials for production.

Wayfair: Boston, MA.

Graphic Designer. 2019 – 2020

- Designed promotional campaigns across ecommerce, digital, print, and web for a global brand.
- Produced monthly campaigns in English and French with the creative and marketing teams.
- Managed feedback and prepared final material for production.

(add)ventures: Providence, RI.

Illustrator & Graphic Designer. 2018 – 2019

- Collaborated with art and creative directors on client requests and creative strategy.
- Designed mock ups and final print and digital assets, logos, and iconography with a full creative team.
- Illustrated assets for clients and internal use.
- Presented concepts and final designs to internal teams and clients.
- Select Clients: CVS, Omnicare, Stop & Shop.

Rocketdog Creative Studios: New York, NY.

Illustrator & Graphic Designer. 2012 – 2018

- Created illustrations and designs on concept development and campaign execution for consumer brands across digital, print, retail, and environmental marketing.
- Designed and produced packaging (CPG), production materials, installations, and animation.
- Directed 5 - 6 annual photo and video shoots in the studio and on location.
- Collaborated with clients and cross-functional teams on project development, production, and feedback.
- Created social media content, email campaigns, banner ads, print campaigns, custom materials, presentations, and instructional videos for a 12% increase in customer engagement.
- Managed production for designers and production partners to ensure high-quality campaign execution.
- Oversaw shared office space operations and coordination with 4 - 5 other businesses.
- Select Clients: Barton G, The Children's Place, Fire Island Beer Company, iHome, Novartis, Pfizer.

Education

School of Visual Arts. New York, NY. BFA, Bachelor's Degree in Graphic Design.

Skills

Design

Typography, Logo Design, Iconography, Layout, Copy Writing, Motion Graphics, Illustration, Presentations, Pitch Decks, Wire-framing, UX / UI Design, Responsive Web Design, Packaging, CPG, Brand Guidelines & Style Guides, Prepress & Print Production, Template Assets, Digital & Print Ads, Color Matching Systems, Storyboarding, interactives, Drawing, Painting, Ai Tools.

Brands include- Lifestyle, Athletic, Retail, Clothing & Fashion, Beverage, Alcohol, Pharmaceutical, Education, Research, Marketing, Health care, Insurance, Non-Profit, Book & Magazine, E-Commerce, SaaS.

Leadership

Art Direction, Creative Development, Project Management, Branding, Visual Identity, Team Leadership & Collaboration, Cross Functional Collaboration, Learning Experience Design, Creative Strategy, Content & Web Development, Creative Review, Collaboration, Feedback Management, Mentoring, ADA Compliant, Copyright Laws.

Campaigns

Integrated Marketing Campaigns, Project Launches, Social Media Campaigns, User Generated Content (UGC), User Content Management Systems, Email Campaigns & Marketing, Customer Relationship Management (CRM), Retail Design, Environmental Graphics, Catalog Layout & Design, Brand Systems & Guidelines, Design Research.

Adobe Creative Suite (Cloud)

Illustrator, InDesign, Photoshop, After Effects, Premiere Pro Acrobat, Adobe XD.

Google Workspace

Sheets, Docs, Slides, YouTube.

Microsoft Office

Word, PowerPoint, Excel.

Additional Programs

Figma, Jira, Confluence, Asana, Canva, Keynote, Mailchimp, Wordpress, Claude.