

Illustrator, Designer and Visual Practitioner

Designer skilled at bridging the gap between creative vision and project execution. I excel at managing design projects from concept to completion, working closely with teams to develop visual assets to contributing to a cohesive brand experience and effectively resonate with target audiences.

Skills

Interpersonal Skills

Visual Communication | Brand Development | Team Collaboration | Live Graphic Facilitation | Teaching

Programs

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Procreate | Blender | Monday.com
Google Workspace | Microsoft Office

Experience

Graphic Design — Contract

Taconic Music, Manchester, VT
January 2024–Present

- Collaborate with the Communications Director to design compelling visual assets, such as posters, ads, and social media content, with a focus on both print production and digital outreach to promote concert events and engage diverse audiences.
- Enhance brand visibility through design consistency and an understanding of audience preferences, driving higher engagement across social and print media platforms.

Assistant to the Store Manager — Merchandise Focus

MIT Museum Store, Massachusetts Institute of Technology, Cambridge, MA
April 2022–Present

- Manage inventory operations, ensuring accurate merchandise tracking in the Counterpoint system, efficient shipment organization, and visually appealing product displays.
- Lead a team of 3–5 employees, overseeing visual merchandising and display design, while delivering exceptional customer service to enhance the museum experience. These initiatives contributed to a 13% increase in sales over the past fiscal year.

Associate

Lizard Brain
October 2020–Present

- Design and manage visual assets for use in corporate meetings, webinars, and conferences, facilitating effective communication of complex ideas.
- Lead teams of illustrators and designers, ensuring cohesive project execution and fostering a collaborative environment that enhances creativity and output quality.
- Partner with facilitators in both live and studio settings, providing real-time visual support that aligns with client needs across various industries.

Junior Graphic Designer

Provectus LLC
January 2022–January 2023

- Developed design products and graphic storytelling materials, collaborating with external organizations to produce polished final outputs.
- Collaborated closely with the Design Lead to ensure visual assets aligned with project goals, maintained brand consistency, and effectively communicated key messages to target audiences.

Graphic Artist

Brooklyn Minds, Brooklyn NY
April 2020–November 2021

- Collaborated with the marketing team to create branding and marketing materials, including graphics for social media, blogs, websites, and events in the mental health space, resulting in a 10x increase in social media engagement within six months.
- Played a key role in shaping the company's visual identity, using design to represent its mission and services effectively to a broad audience.

Education

Rochester Institute of Technology
College of Art and Design, Rochester, NY
BFA in Illustration, Creative Writing Minor
Public Relations and Advertising Concentration
May 2019