

○ EXPERIENCE

SOFTWARE DESIGNER (UX/UI)

MeetingOne, Denver CO, June 2022 - Nov 2023

- Conceptualized and executed visual branding for new software product.
- Created and maintained design standards and brand guidelines.
- Collaborated with developers, marketers, and product managers to align on project objectives.
- Conducted user research and competitors research to identify target audience needs.
- Created wireframes, prototyping, and interactive design to visualize user experience concepts effectively.
- Worked with the team to identify and solve potential problems and ensuring project objectives.

GRAPHIC DESIGNER

Raintree Franchise Growth, Denver CO, Oct 2019 - June 2022

- Worked with 25+ brands to create 80+ marketing materials that tells their brands story.
- Created websites, newsletters, motion socials graphics, reports, presentation decks, and more.
- Collaborated with cross-functional teams to develop strategies and analyze websites, socials and email campaigns data and drive form submissions and confidential questionnaire conversions.
- Worked along side the Content Specialists to create and publish engaging newsletters and blog posts that builds connections to prospects and increases organic search results.

Kidcreate Studio Franchise

- Kidcreate was a brand under contract with Raintree, and a founder of Raintree also served as President of Kidcreate Studio. I was asked to work on consumer facing marketing as well as their franchise marketing.
- Under a rebrand, I developed Kidcreate's marketing and brand material to reflect their new brand identity, including their consumer website, franchise website, print and digital work, email campaigns, and more.
- Collaborated with the COO, Creative Director, and President to ensure brand identity and voice stay consistent across all franchises.
- Created design system content to make all materials for franchisees accessible and custom to their studio.

GRAPHIC DESIGNER / STUDIO MANAGER

Art Matters Studio, Lancaster PA, Jan 2017 - Sept 2018

- Created and maintained designs for online and print work.
- Managed Social Media, such as Facebook and Instagram and WordPress website.
- Created email campaigns and Facebook campaigns to their market region and audience.
- Delegated and trained studio assistants on class assignments and prep work.

FREELANCE DESIGNER

coop-designs, May 2015-present

- Print, digital, and socials graphic design.
- Custom websites - design and code.
- Commissioned illustrations, paintings, and embroidery.

EDUCATION

Virginia Commonwealth University (VCU)

Richmond, VA

Bachelor of Fine Arts, 2013

Pennsylvania College of Arts + Design

Lancaster, PA

Certificate in Web Design & HTML, 2016

SKILLS

Adobe Illustrator	Adobe InDesign	Figma	Web Design	UX/UI Design	Email Campaigns
Adobe Photoshop	After Effects	WordPress	HTML & CSS	Slide Decks	Socials Graphics