



## PROFESSIONAL EXPERIENCE

### **Dead As We Know It** / June 2021 - Present

#### *Senior Designer*

+ Developed design deliverables that elevated, differentiated, and functioned on-brand and on-strategy. Maintained consistent use of graphic imagery and materials and other marketing outreach. Formatted text and graphics for print advertisements.

### **DNAM Apparel Industries** / August 2020 - Present

#### *Graphic/Apparel Designer*

+ Study fashion trends and anticipate designs that appeal to a wide variety of consumers. Use computer-aided design (CAD) programs to create graphics and prototype product/packaging designs. Create e-commerce stores for clients via Shopify including splash pages, product pages, checkout pages, etc. Clients include: Larray, Erewhon Market, BabyJake, James Charles, O'Gara Luxury Car Dealership.

### **Freelance Designer** / May 2019 - Present

#### *Graphic Designer / Illustrator / Animator*

+ Meet with clients and art directors to determine the scope and needs of a project. Advise clients on strategies to reach a particular audience. Determine which strategies will be most beneficial. Develop graphics, illustrations, logos, websites, and animations.

### **OUTRO** / April 2018 - August 2020

#### *Social Media Manager / Art Director*

+ Head of all social channels (Instagram, Facebook, Twitter). Obtained input from CEO and CCO in order to make decisions regarding the design of pictures and posts. Decide on specific colors, images, styles, and layouts across social channels. Designed and illustrated graphics with Adobe Creative Suite. Kept up with the latest social trends and posted across social channels regularly.

### **Syracuse University School of Education** / January 2019 - June 2019

#### *Marketing Intern*

+ Assisted faculty with media-related projects and marketing campaigns. Performed duties such as graphic design, photography, and research. Created new design themes for marketing and collateral materials. Designed and produced artwork and graphics for marketing and promotional materials.

### **Zipped Magazine** / August 2018 - June 2019

#### *Social Media Manager / Art Assistant*

+ Head of all social channels (Instagram, Facebook, Twitter). Obtained input from team members and audience in order to make decisions regarding the design of photos and posts (colors, images, styles, layouts, etc.) Kept up with the latest social trends and posted across social channels regularly.

## EDUCATION

### **Syracuse University** / Class of 2019

B.A. in Education, Concentration in Technology & Media  
Minor in English & Textual Studies

### **Syracuse University - Florence, Italy** / Spring of 2018

Participant of Study Abroad Program  
High concentration on the arts and multi-media design

## SKILLS

- Digital, social, print, packaging, production, editorial design
  - Adobe Creative Suite
  - Keynote & Powerpoint
- Eye for clean, tasteful design
- Detail-oriented & highly organized
  - Leadership
- Passion for all things beautiful

## INTERESTS

- DJing
- Painting
- Learning new things
  - Documentaries
  - Making playlists
  - Skateboarding
- The intersection of fashion, art, technology, and music
  - Cryptocurrency

## PERSONALITY

- ENFJ-A "Protagonist"
- Love language: quality time and words of affirmation
- Emotionally intelligent
- Intuitive & resourceful
  - Creative thinker