

EDUCATION

- 2017 **School of the Art Institute of Chicago (SAIC)**
— Bachelor of Fine Arts with emphasis in
2021 Visual Communication Design

EXPERIENCE

- June 2021 **Graphic Designer / Elevate Brands**
— Design robust identities of customer-leading Amazon brands and elevate them to their full potential with brand identity redesign. Optimize print and digital assets for 10+ brands to enhance their market performance and visual storytelling.
Current
- Jan 2021 **Design Intern / MATTE Projects**
— Articulates extensive concept pitches such as identity design, logomark redesign and social media launches for Grammy award winning artists and new media brands. Partners with art directors and designers to craft experiential campaign ideations for forward-thinking brands and institutions. Helps conducting comprehensive visual research on brand experience design.
May 2021
- May 2020 **UX Design Intern / VSA Partners**
— Teamed up with nine interns on an insight-driven design project that aimed to bridge the gap between young-adult facing brands and Gen Z consumers. Led UX research workshops to establish campaign narrative, supported creative lead on creative direction and developed a fully responsive website with a social media campaign.
Aug 2020
- May 2019 **Staff Designer / F Newsmagazine**
— Created a wide range of editorial design, illustrations and data visualization for SAIC's award-winning monthly journal of arts, culture, and politics. The journal is edited and designed by students of SAIC.
Dec 2020
- June 2019 **Design Intern / Core Twelve**
— Collaborated with marketing team to develop and execute a full spectrum of creative content such as print collaterals, signage and motion graphics. Clients include real-estate properties such as World Trade Center, Willis Tower and 120 Broadway.
Aug 2019

VOLUNTEERING

- May 2021 **Programming Chair / AIGA Chicago**
— Develop and produce quality and profitable programming that speaks to various topics and audiences for the third largest chapter of the largest professional graphic design organization in the US.
Current
- May 2019 **Student President / SAIC AIGA**
— Leads the most active Chicago student chapter at AIGA, with a focus on career development and design for social impact. Increased active members count by 600% and doubled funds raised from hosting events in 2019.
May 2021

INTERESTS

Brand Design
Visual Design
Type Design
User Interface Design
User Experience Research
Data Visualization
Illustration
Publication Design
3D Modeling

TOOLBOX

InDesign
Illustrator
Photoshop
AfterEffects
Sketch/Figma
InVision/Zeplin
CSS/HTML
Glyphs/Roboto
Cinema4D