

**SKILLS**

Branding, Typography, Illustration, Editorial, Motion Graphics, Video Editing, Experiential Design, Social Media, UI/UX design, Packaging, Presentations, Production Work

Adobe CC Photoshop, Illustrator, Indesign, After Effects, Premiere Pro, Lightroom

Sketch, Invision, HTML5, CSS3, Javascript, Github, Trello, Canva, Constant Contact, Mailchimp, Emma, Microsoft Office, Keynote, Prezi

**EDUCATION**

*University of the Arts*  
Philadelphia, PA  
September 2008–May 2012

Bachelor of Fine Arts  
in Graphic Design

*Codeacademy Pro Intensive*  
September–November 2017

Build Websites from Scratch:  
HTML5, CSS3, Javascript, Github  
Certificate of Completion

**EXPERIENCE****Senior Designer**

*Women Deliver* | New York, NY | February 2018–December 2020

Lead the design team responsible for producing, maintaining and enhancing Women Deliver's brand through print and digital materials. Recipient of the 2019 Organizational-Wide Impact Award for outstanding service and embodiment of organization values.

- Lead the strategy, design and managed the entire production of a *multi-language one page website* that outlines where progress in #genderequality has been made, where new challenges have arisen, and where action is still urgently needed
- Art directed, produced, and executed all print, digital, and experiential signage for the *Women Deliver 2019 Conference* hosted in Vancouver, Canada in a span of 3 months. This included wayfinding inside the conference center and outside such as city banners and airport entrances, various Women Deliver exhibition spaces, 6 different stage set ups and the entire animated digital program for the main stage
- Lead the strategy, design, and execution of social media graphics to support ongoing organization and conference promotion, digital engagement campaigns, and marketing across channels
- Initiated and launched Women Deliver's first merchandise store at the *Women Deliver 2019 Conference* including conceptualizing and designing a range of products leading to a \$11,000 profit
- Partnered with the Senior Communications manager in Women Deliver's brand refresh, which included: updating the brand logo, color palette, templates, our iconography style, and creating a cohesive look across materials and platforms
- Supported Women Deliver program teams in strategizing and executing all design related collateral to support communications and advocacy objectives including signage for all events, infographics, policy briefs, newsletters, website updates, social and more

**Freelance Designer**

Brooklyn, NY | November 2015-Present

Hired on a project-to-project basis to support various marketing needs from printed brochures, motion graphic videos to custom newsletters for the following clients:

- *Drug Policy Alliance*
- *FWD.us*
- *International Rescue Committee*
- *Louisiana Bucket Brigade*
- *OneGoal*
- *Perkins School for the Blind*
- *Teach For America*
- *The New York Academy of Medicine*

## **EXPERIENCE** (continued)

### **Graphic Designer**

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*The New York Academy of Medicine* | New York, NY | March 2016–February 2018

- Designed print and digital materials including: event collaterals, presentations, emails, infographics, promotional materials, motion graphic videos, website & social media graphics, and Academy publications (e.g. reports, brochures, etc.)
- Redesigned the Academy's PowerPoint template and co-facilitated more than one dozen trainings to help employees more effectively use the templates to produce high quality presentations
- Initiated and launched the redesign of The New York Academy of Medicine's social media presence starting January 2017
- Supported copywriters, senior web producer and all Academy departments to prepare and design materials for conferences and events
- Managed design elements for updating the Academy's website, microsites and social media channels
- Coordinated with vendors to generate estimates/bids and manage production process for print and promotional materials
- Managed production budgets, schedules, invoices, inventory and reordering

### **Designer**

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*GRAPHEK* | Tysons Corner, VA | September 2014–2015

- Designed for both the public and private sectors throughout the DC, Maryland, Virginia area. Each project was taken from initial sketches and conceptualizing to fruition. Materials included: Association conference publication, Branding, Stationary, Pre-conference and onsite brochures, Invitations, and Magazine covers and layouts
- Collaborated with other designers, clients and print vendors to deliver the best product aligned with brand and overall objectives

### **Designer**

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*Rush Order Tees* | Philadelphia, PA | April–September 2014

Designed, corrected, and prepared artwork for screen printing, embroidery and vinyl.

### **Digital Designer**

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*MOD Worldwide* | Philadelphia, PA | August 2013–April 2014

Worked on various types of projects for a fortune 500 healthcare company following strict brand guidelines. Projects included:

- Designed and edited program flyers for sales team
- Designed PowerPoint presentations and templates for multiple branches within the company
- Edited, storyboarded, created opening and end titles for videos
- Designed a trifold mailer for an online webinar
- Designed the end of the year sales infographic placemat
- Art directed, edited and animated a 5 minute long motion graphic video promoting a brand new product