

SKILLS

Branding, Typography,
Illustration, Infographics,
Editorial, Motion Graphics,
Video Editing, Experiential
Design, Wayfinding,
Social Media, UI/UX,
Packaging, Presentations.

Adobe CC Photoshop,
Illustrator, Indesign,
After Effects, Premiere Pro, XD.

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**Art Director**

IMRE | New York, NY | June 2021–Present

Manage copy and design teams through creative development of social campaigns, brand identities, and creative pitches for DTC and HCP brands. Present creative concepts to internal teams and client teams. Direct on-set, on-site and virtual shoots. Collaborate with cross-functional teams to create streamlined creative processes, maintain tight deadlines, delegate design work to creative & copy teams, provide creative critique, and mentor designers.

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

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 organizational values.

- Art directed, produced, and executed all print, digital, and experiential signage for the Women Deliver 2019 Conference hosted in Vancouver, Canada, in 3 months. Signage included wayfinding inside the conference center and outside, such as city banners and airport entrances, various Women Deliver exhibition spaces, six different stage setups, 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 an \$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

EXPERIENCE (continued)

Graphic Designer

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 the production process for print and promotional materials
- Managed production budgets, schedules, invoices, inventory, and reordering

Designer

GRAPHEK | Tysons Corner, VA | September 2014–2015

- Designed for both the public and private sectors throughout the DC, Maryland, Virginia areas. 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

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

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

Digital Designer

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 the 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