



LET'S CONNECT!

WEBSITE LINKEDIN INSTAGRAM

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As a seasoned Brand and Visual Designer with **6+ years** of expertise, I specialize in conceptualizing and crafting designs tailored to diverse products and industries. My background encompasses collaborating within both corporate behemoths and nimble startups to create solutions that drive business objectives. Now, I'm eager to contribute my skills and insights to a new opportunity in the branding or creative realm.

WORK

Philo TV

Lead Brand Designer

San Francisco, CA
02.2023 - Present

Partnering with **Head of Design** and **CEO** to create company **rebranding initiative** from scratch including, a new brand system, brand launch, and creating campaigns for brand awareness to our **+1 million users**.

Responsible for leading the design research and development to maintain our current audience as well as attract future audiences to scale our brand. This includes iterations upon **180+ logos** designed in **Adobe Illustrator**, comprehensive case studies of the streaming marketing and our audience segments.

Delivering **creative reviews** to stakeholders, CEO and Head of Design on **weekly and monthly basis**. Translate requirements and critiques into tangible solutions.

Collaborating cross-functionally with Product team on **Figma** to plan brand launch across mobile, web, and television.

Art directing brand expression in marketing, paid/organic social and advertisement assets.

With Product management, designed **icon library in Figma** that is used to navigate the product in web, mobile, TV and landing pages.

Apple (Contract)

Visual Designer

Cupertino, CA
07.2022 - 02.2023

Collaborated with the Art Director to develop high-quality visual designs and style guides using **Adobe Illustrator** to support content in the Learning app across all **Apple Retail Stores globally**.

Edited photography of our retail and store experience in **Adobe Photoshop** (color correction, lighting, image manipulation) to ensure photos resonated with brand guidelines.

Gensler

Lead Graphic Designer

San Francisco, CA
12.2018 - 08.2020
10.2021 - 07.2022

Art directed external facing content design and multichannel regional marketing campaigns to promote our interior design services and capabilities.

Designed one regional marketing campaign that spoke to our partners, current and prospective clients (i.e. NVIDIA, Google, LinkedIn) regarding our capabilities to design modern workspace interiors in the post-pandemic era.

Lycee Francais de San Francisco

Intern, Communications and Marketing

San Francisco, CA
01.2018 - 02.2018

Crafted visual designs for brochures, annual school magazine, website pages, and social campaigns to promote the school brand.

Savannah College of Art and Design (SCAD)

Masters Degree | 2020 - 2022 | GPA 4.0
Graphic Design and Visual Experience

St. Mary's College of Maryland

Bachelors Degree | 2012-2016 | Honor Student
Art History and Fine Art

SOFTWARE

Adobe Illustrator AfterEffects
InDesign Figma, Miro
Photoshop Cinema 4D, Redshift

ACHIEVEMENTS

Product Iconography Certification

Completed Mastering the Art of Product Iconography online course in 2023.

SCAD Graduate Fellowship 2020-2022

Selected and awarded Graduate Fellowship at SCAD. Managed weekly communication outreach and hosted learning events for prospective students.

Lextant User Research Certification

Awarded Lextant certification in design research and insight translation.

American Psychological Association

International Research Poster Award 2014.

DESIGN CHOPS

Concept and execute design strategies for products and brand experiences that are delightful, strategically impactful, and exhibit a high level of craft.

Sketch, storyboard, prototype, design specs necessary to guide the development of art and products.

Clearly articulate **strategic thinking** and design decisions.

Independently and proactively identify strategic opportunities to **bridge marketing and product brand experiences**.

Seek out opportunities to **increase impact**.