



skills

- Art direction, design, hand lettering
- Proficient in Adobe CC
- Proficient in iPad Procreate program
- Experience with both Mac & PC
- Keynote deck building
- Microsoft Office
- Simple GIFs via Photoshop Motion

education

Kutztown University | Fall 2011-2015

BFA in Communication Design with concentrations in graphic design and illustration

honors & awards

Creative Quarterly 40 Runner-Up

Kutztown University | Fall 2015

3.62 Cumulative GPA

Kutztown University | 2011-2015

Deans List

Kutztown University | 2012-2015

Winning T-Shirt Design

Redbubble | Hurricane Sandy Relief Fund

volunteer

Design RX Volunteer

Designed logos & business cards for fine artists who also attended Kutztown University

Designathon Volunteer

Worked with design peers & professors to produce multiple products within a 24hr deadline for local business & non-profits

brands

Worked on various liquor, beer, candy, entertainment, and wellness brands such as: *Smirnoff Ice, Budweiser, Bud Light, Johnnie Walker, Captain Morgan, Sony, HBO, Mentos, Reeses, Pringles, etc.*

design experience

SENIOR DESIGNER

TAXI Agency, New York, NY | 2019 - Currently

Brands: Mohegan Sun, Vuse, Camel, Nerds, CIT Bank, etc.

Design print and digital elements, including billboards, digital banners, social media, storyboards forspots, and more.

FREELANCE

Self-Employed | 2015 - Currently

Brands: The Sleep Code, Function of Beauty, Bear's Fruit Kombucha, etc.

Social media posts, animated GIFs, OOH ads, digital banners, hand-lettered typography, custom illustrations, pins, cooler decals, and more.

NiCE LTD, New York, NY | 2018-2019

Brands: Hershey's, Reeses, KitKat

Package design.

Motto, New York, NY | 2018-2018

Brand and identity design

Engine Group, New York, NY | 2018-2018

Brands: HBO, Purina, US Bank

Social media and digital.

ART DIRECTOR

TracyLocke (TL\NY), New York, NY | 2015-2018

Brands: Anheuser Busch – Bud Light, Budweiser, Smirnoff Ice, Baileys, Captain Morgan, Mentos, Kelloggs, and much more.

- Worked with team to design and conceptualize ways to improve a buyer's experience in retail.
- Created key visuals, print and digital elements such as coasters, table tents, header cards for displays, cooler door stickers, digital banners, Facebook videos, social media content, bringing ideas to life on three-dimensional pieces in-store and on-premise, and applying hand-done typography and illustration skills as needed
- Reviewed proofs, some on-set photoshoot experience for product & lifestyle, creating shotlists, finding talent, pulling swipe/inspiration, Keynote decks, etc.

INTERNSHIPS

Partners Design Inc., Bernville, PA | 2015-2015

Designed a brand identity, flyers, and aided in website re-design at a branding studio.

Mainstream International, Edison, NJ | 2013-2015

Exposed to design & marketing in a fast-paced textile design studio. Responsible for creating original kitchen towel designs, linework template, preparing product mock-ups, packaging, production notes, etc.

Jacklyn Beauty, Manahawkin, NJ | 2014-2015

Created flyers, posters, business cards & more for an image consultant company.

Maser Consulting P.A., Red Bank, NJ | 2014-2014

Produced marketing & advertising materials such as brochures, tri-fold business cards, emails, and more in-house at an engineering firm.