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### ABOUT ME

I am a passionate conceptual thinker who believes in a positive attitude and the freedom to explore fresh ideas. Described as hard working, caring, versatile, spirited, witty, stylish, and loyal. Positive consumer interaction is everything. Problem solving brings me great joy. I'm always down for an adventure or pizza.

### DESIGN EXPERIENCE

**Digital Designer at Pep Boys** – July 2018 to March 2020

Part of the in-house digital team tasked with building landing pages, emails, and web assets. Was part of the re-branding process including creating templates and updating existing web pages to create a cleaner, modern feel.

**Creative Services Manager at Content Watch** – June 2017 to July 2018

Lead graphic designer in charge of all email aspects from design to send. Over saw design of social media imagery for start up app. Created joint branded documents for an International Phone Carrier to be displayed on their website. Instructed brand practices to design interns.

**Graphic Designer at Content Watch** – June 2016 to May 2017

Created web and social media imagery as an in-house designer for an international brand to increase marketing sales. Designed weekly emails and flash sale promotion campaigns. Tested new web page designs to improve user experience. Played interior decorator for our growing team's office space.

**Internship at Lehigh Mining and Navigation** – Spring 2016

Assisted with editorial design, identity branding, logo updating, and event signage under supervision of an Art Director while learning about client relations and work flow.

**Designathon** – Spring 2014 and 2015

A 24-hour freelance event, collaborative project to create design pieces for local non-profit organizations. Role as graphic designer and interactive designer consisted of logo design, websites, and presentation boards for the clients.

### SKILLS

Strong conceptual thinker, excellent time management, and pop culture liaison. I work well independently or in a team. Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver, After Effects, Bridge) and basic knowledge of HTML5, CSS, SASS, JavaScript, JSON, PHP Wordpress, and front end build tools.

### EDUCATION

Kutztown University of Pennsylvania, Kutztown, PA – May 2016

**Bachelor of Fine Arts, Communication Design**

Concentrations in Advertising and Interactive Design

### RELATED COURSEWORK

- Computer Motion Graphics
- Non-Profit Advertising
- Consumer Advertising
- Creative Coding
- Advanced Typography

### SPECIAL RECOGNITIONS

**One Club Student Showcase** – Special Effects Video  
New York City, Spring 2016

Dean's List – Fall 2012 – Spring 2016 – **magna cum laude**

DCA World Championships – Open Class

**1st place** – Williamsport PA, 2018

**2nd place** – Rochester NY, 2016

Hand Crafted Costume Contest – **1st place**

Kutztown University of Pennsylvania, 2013

### LEADERSHIP EXPERIENCE

**Colorguard Instructor** – Perkiomen Valley High School 2016

Designed performance floor mat, contributed to choreography, and cleaned the technique and skills of students for regional competitions.

Kutztown University Marching Unit Color Guard –

Weapon line member 2012-2015, **Weapons Captain** 2015

Choreographed sabre and flag routines while teaching and directing underclassmen for performances.