

SUMMARY

Experienced graphic designer renowned for crafting innovative solutions within leading agencies. Demonstrated success in enhancing brand aesthetics for global clientele through collaboration with cross-functional teams. Integrating artistic vision with strategic objectives, she consistently surpasses client expectations and resolves challenges effectively.

Proficient in a broad spectrum of skills, encompassing initial brand strategy development, original identity creation, art direction, and comprehensive brand guideline definition. Experienced in collaborative work environments in leadership roles.

SKILLS

Adobe CC : Illustrator, Photoshop, InDesign / Google Suite / Microsoft Tools / Figma / Art Direction / Social Media / Print Design / Brand Strategy / Copywriting / Illustration & Lettering

EXPERIENCE

Design Director

Clark Mcdowall
2023, Remote

Graphic Designer

Hatch SF
2018 - 2021, San Francisco

Junior Designer

forceMAJEURE
2015 - 2017, NYC

Design Intern

bluemarlin 2015, NYC
CBX 2014, NYC
INWORK 2013, NYC

Freelance Designer

2024
Clark Mcdowall

2023
Beardwood & Co
Flock
Taika

2022
Nimble
Pavement SF
Herefor

2017, NYC
Chandelier Creative
NiCE ltd
Wallace Church

CLIENTS

Colgate, International Fresh Produce Association, Manduka, Moonshot Crackers, Rao's Homemade, JBL, Frito Lay, Milk Bar, Sunbrella, Benefit Cosmetics, Taika, Reese's, Blue Evolution, Johnnie Walker, Roman & Williams, SK-II, and more.

EDUCATION * Dean's List

Fashion Institute of Technology (FIT)

New York, NY
BFA in Packaging & Brand Design, 2013 – 2015 *
AAS in Communication Design, 2011 – 2013 *

London & Amsterdam — FIT Study Abroad
"Global Design Perspectives", Winter 2015

AWARDS

The Dieline Awards — Gold, 2022
Graphis Inc. Design Awards — 2022
Moonshot Crackers, Hatch SF

Type Directors Club
TDC62 Annual 2016 – Student

SIDE PROJECTS

Mural Painting: Oakland Urban Farming Project, Bay Grape, and Oakland Pole & Dance