

I'm a creative thinker & designer — an overall melting pot of a designer but my interests are brand development, art direction and advertising in both print and digital design.

Education.

Kendall College of Art and Design

Bachelor of Fine Arts; August 2013

Graphic Design and Photography

Grand Rapids Community College

Associate of Arts and Science; July 2009

Web Design and Development

Knowledge.

Technical Skills

Adobe Creative Suite, CapCut,
UI Design, Photo Editing, Figma,
Conceptual Thinker, Typography,
Branding, Social Media

People Skills

Collaborative, Positive, Reliable,
Curious, Empathetic, Relevant,
Passionate, Adaptable

Experience.

Groupon / Art Director

Chicago, IL / February 2022 - January 2023

My focus was brand and concept development that serves Groupon's overall purpose, business goals, and customer needs including creating assets for display banners, OOH, social media content, print brochures, participating in brand research, tentpole, and DEI campaigns that align with cross-functional business goals.

Neoscape / Mid Graphic Designer

Chicago, IL / November 2021 - February 2022

While at Neoscape I created and collaborated on a team to develop print materials, mood boards, creative collateral, OOH brand assets, and strong visual identities with visual storytelling for institutional and real-estate clients across the country.

@properties / Corporate Graphic Designer

Chicago, IL / September 2020 - November 2021

Here I managed multiple projects supporting the corporate and franchise marketing teams with print and digital designs ranging from evergreen social media concepts, template creation, email assets, and print collateral documents while following corporate brand guidelines.

Otherwise / Graphic Designer

Chicago, IL / March 2019 - July 2020

Collaborated with brand strategists, content writers and other designers to implement integrated digital and print campaigns for commercial and residential real estate clients. Developed strategic visual identities, direct mailers, social media assets, marketing collateral kits and more.

Brandmuscle / Graphic Designer

Chicago, IL / October 2014 - March 2019

Worked with account managers to design and produce a wide range of print collateral and digital designs for spirit, beer, and wine companies while taking into consideration client brand guidelines, the environment and the target audience.