



## Design Experience

### Goodway Group | Fully Remote

- **Interactive Designer | July 2021–Present**
  - Designed and developed H5 dynamic display ads for companies including: Chevrolet, Subaru, and Anytime Fitness
  - Utilized most up-to-date creative specs to create social media advertising
  - Incorporated UX design best practice and heatmapping technology to redesign Wiley's "The Five Behaviors" Partner landing page
  - Collaborated with design team to develop cutting edge dynamic videos using Jivox and Google Studio

### Vovéo Marketing Group | Malvern, PA

- **Senior Interactive Graphic Designer | May 2019–June 2021**
  - Led creative concepting and design for brand-defining web and print projects for multiple clients in the healthcare and technology fields
  - Enabled an increase of 121,000 impressions for a company's LinkedIn page over six months through establishing new image design standards; these standards were then implemented across brands
  - Provided brand clarity and art direction to a team of designers on in-depth PowerPoint projects and ensured stylistic consistency
  - Onboarded all new design hires in 2019 and 2020
  - Standardized a project filing system to ensure versioning integrity and consistency across all designers working in a remote environment
  - Managed quality control on all major projects ensuring alignment of brand standards and content correctness
- **Interactive Graphic Designer | May 2016–May 2019**
  - Excelled working in a fast-paced creative environment on a diverse variety of projects, including marketing print collateral, infographics, logo branding, email and web design, PowerPoint presentations, and social media posts
  - Mastered a wide range of client brand guidelines and graphic styles

### Crayola | Easton, PA

- **Art Intern | August–October 2015**
  - Designed packaging following Crayola branding guidelines for products such as Star Wars Crayon boxes, Ninja Turtles Silly Putty, and Inspiration Arts Case

## Qualifications

- Adobe Creative Suite CC (Photoshop, Illustrator, InDesign, XD, Acrobat DC)
- Microsoft Office Suite (PowerPoint, Word)
- Social media and display advertising
- Jivox, Google Studio, and GWD
- Illustration, typography, color theory, and digital photography techniques
- Creative concepting and strategy
- UX and UI, responsive web design, HTML5, CSS3, SASS
- Creative leadership, mentorship, art direction, and onboarding
- Creative problem solving and interpersonal skills

## Education

### Kutztown University of Pennsylvania

Kutztown, PA

BFA, Communication Design

Concentrations: Interactive & Graphic

May 2016

Summa Cum Laude

Dean's List: 2012–2016

## Achievements

Summited highest mountain in Colorado, Mt. Elbert 14,439', 2021

Completed Marathon: 03:50:55, 2017

Member, KU Track & Field Team:

Pole Vault, 2013–2016

First Team All-American, 2016

Indoor State Champion, 2016

School-Record Holder: Pole Vault

Scholar-Athlete of the Year, 2016

Lehigh Valley Field Athlete of the Year, 2016