



FREELANCE

ART DIRECTOR & SENIOR DESIGNER • Nov 2023–Present

VOESH NEW YORK

ART DIRECTOR • May 2020–Nov 2023

- Spearheaded the successful digital visual rebranding & website relaunch as the Design Lead, delivering high-quality visual design solutions & creative direction throughout all stages of the project.
- Demonstrated hands-on design expertise by effectively managing & delegating tasks to the design team.
- Exhibited outstanding ability to work effectively under pressure, consistently creating exceptional designs within tight deadlines.
- Contributed to the success of trade shows by conceptualizing & designing dynamic booth graphics.
- Fostered collaboration with photo & video production studios, provided clear & concise visual direction for new product launches & monthly social content.

THE SAK

DIGITAL DESIGNER • Jan 2019–May 2020

- Developed captivating landing pages for product launches & campaigns.
- Applied advanced photo editing skills to optimize product photography.
- Designed all daily promotional emails, demonstrating creativity while ensuring that all designs were aligned with the brand's visual identity.

L'ORÉAL

FREELANCE GRAPHIC DESIGNER • Aug–Dec 2018

- Produced promotional content for L'Oréal Professionnel & Kérastase's social media channels.
- Developed innovative designs for L'Oréal Professionnel's websites, digital ads, & e-blasts.

MACY'S

FREELANCE GRAPHIC DESIGNER • Nov 2017–Aug 2018

- Produced engaging promotional & evergreen content across all social media platforms, showcasing a strong understanding of social media trends.
- Concepted & designed new look for Macy's Instagram relaunch.
- Demonstrated proficiency in video editing, animation, & GIF creation, effectively transforming raw footage & static images into captivating social media assets.

24/7 LAUNDRY SERVICE

SENIOR GRAPHIC DESIGNER • Nov 2013–Aug 2017

- Served as the primary designer for all brands' social micro-content between 2013-2014—delivered designs under tight deadlines across all social channels.

- Concepted & designed social media content that effectively conveyed key brand messaging.
- Clients & projects included OWN, Weight Watchers, European Wax Center, Laura Mercier, & KISS Cosmetics.

FREELANCE

GRAPHIC DESIGNER • July–Nov 2013

- Designed for a variety of clients & companies including: Fresh Cosmetics, Splashlight, MindsInSync, Gracious Homes

VAYNERMEDIA

GRAPHIC DESIGNER • Aug 2012–July 2013

- Utilized creativity & design skills to craft daily graphic content for Fortune 500 brands on social media platforms.

CANOPY BRAND GROUP

GRAPHIC DESIGNER • Aug 2010–Aug 2012

- Led all branding projects within a dynamic start-up, spearheading the design work for a range of clients & driving the company's creative vision.
- Produced compelling designs for client pitches & presentations, including the creation of visually stunning presentation templates, concept videos, & mood boards,

HZDG • DESIGN INTERN • May–Aug 2009

EDUCATION

Pennsylvania State University
State College, PA; 2006–2010.
Bachelor of Graphic Design.

SKILLS

- Adobe Creative Suite
- Digital Design
- Branding & Identity
- Microsoft Office & Keynote
- Art Direction
- Project Management
- Light Video Editing
- Wordpress + Shopify
- Some HTML & CSS
- Surface Design

AWARDS

- Laundry Service featured in AdAge's Agency A-List; 2017.
- Featured in HOW Design's Top 10 Websites for 'How To Start A Fire,' June 2012.
- Graphis New Talent Publication; Gold Award; 2010.