

SKILLS

Creative/visual

Visual Branding Identity
Product Design
UX/UI
Graphic Design
Logo Design
Illustration
Digital advertisement
Print design
Social media graphics
Photography
Art Direction

Technical

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Sketch
UX Research
Clinical Research
Data Analysis
R
HTML
CSS
Clipcentric

Management/strategy

Leading Teams
Entrepreneurship
Product Development Strategy
User Research
User Interviews
Project Management
Business Case Development
Public Speaking
Writing
Communication
Experimentation/Prototyping

EDUCATION

Cornell University

Bachelor of Science 2013
Natural Resources
GPA: 3.55/4.00
Dean's List, Cum Laude

Parsons School of Design

MFA May 2017
Design & Technology
GPA: 3.89/4.00
Merit Scholarship Recipient

WORK EXPERIENCE

Century 21 NYC

Graphic Designer
July 2023 – Present
New York, NY

- Develop compelling and consistent creative assets for promotional marketing efforts, including:
 - + Designing digital materials & marketing emails to enhance customers' interactions with the brand before, during, and after their shopping experience and drive in-store traffic
 - + Creating in-store print graphics to enrich the environmental interaction with the brand's visual identity, including trend-driven signage and interior wall decoration

Self-employed

Freelance Designer
Nov 2018 – Present
Remote/New York, NY

- Provide graphic design, UX/UI, branding, and/or creative direction to various clients
- Example projects:
 - + **SHEmedia** – Graphic Designer
 - Developed reusable evergreen assets & templates for social media, & editorial graphics for articles
 - Coordinated with advertisers to create and implement branded digital ad content for SHEmedia's various digital publications
 - + **Verizon 5G Labs** – UX designer
 - Identified and illustrated pain points and solutions in user journeys, crafting storyboards to effectively communicate the value and connectivity of the 5G network and its capabilities to customers, stakeholders, and potential partners
 - Developed wireframes & prototypes to supplement design briefs proposing product features and new digital experience concepts

Satellite Mode

Creative Director
Oct 2019 – 2023
New York, NY

- Created and applied visual branding identity to launch band's EP, including:
 - + Creating album art, portrait photography and editing promotional materials, generating social media content, styling band members for live shows and photo shoots, and designing merchandise
 - + Designed and fabricated stage lights to be used in live shows and music videos

Speech Up

Co-founder/CPO
Jun 2017 – Nov 2018
New York, NY

- Drove strategic product design, UI/UX, and development roadmap to build a digital speech therapy app for children based on voice recognition-powered games, from concept to implementation
- Led all visual marketing and branding activities, including the construction of style guides, advertising efforts, social media content, trade show presentations, signage, and pitch deck materials
- Hired and managed a small design team of illustrators and animators
- Earned \$100,000 investment from Cornell Tech in startup award competition