

VISUAL DESIGNER

“With experience in diverse industries like cosmetics, luxury hotels, dental pharmaceuticals, museums, apparel, manufacturing, and entertainment, I possess adaptability and a keen awareness of the unique requirements of niche brands.”

EXPERIENCE

Senior Graphic Designer / Penn Mutual Life*May 2021 - May 2024*

Design of presentations, social media and enterprise sales materials

Brand Designer / Samsung NEXT*November 2021 - July 2022*

Redesign of primary website and development of presentation templates

Digital Designer / Vanguard*March 2020 - January 2021*

Developed video graphics, animations, social media campaigns, infographics, emails, and blog posts

Digital Art Director / Bank of America*November 2018 - March 2020*

Art direction and design across all digital platforms including landing pages, website graphics, banner and emails

Art Director / OneMagnify*August 2018 - November 2018*

Design of brand materials inc. print, digital, event and motion graphics

Senior Designer / SKF International*May 2017 - July 2018*

Design of print and digital assets for international bearing manufacturer

Lead Creative, Founder / Rooted Studios*May 2014 - July 2017*

Created custom illustrated brand marks, digital assets, illustration and other art

Senior Designer / Lincoln Financial*March 2017 - May 2017*

Design of banner ads, data visualization and enterprise sales materials

Art Director / All Around Creative (Agency)*March 2015 - May 2016*

Designed digital, infographic, print, and social media assets. Managed junior designers.

Senior Visual Designer / Citadel Credit Union*June 2013 - February 2015*

Designed digital, B to C promotion graphics, print, and website assets

Digital Media Designer / Under Armour*January 2009 - June 2009*

Design of online and email marketing campaigns for sportswear brand.

Art Director / Discovery Inc*August 2008 - January 2009*

Brand management and design of network branded products for online store

Graphic Designer / US Holocaust Memorial Museum*February 2008 - May 2008*

Design of materials supporting museum exhibitions and events

Art Director / Blakeslee Group (Agency)*July 2001 - January 2008*

Pharmaceutical, adventure sports and luxury brand design

SKILLS

Brand Development	Brand Marks	PowerPoint
Social Content	Online Advertising	Canva
Data Graphics	Motion Graphics	Sketch
Digital Assets	UI Design	Wordpress
Online Ads	Print Design	Bootstrap
Email Design	Print Production	Squarespace
Landing pages	Adobe InDesign	Basecamp
Banner Ads	Adobe Photoshop	Slack
Responsive Websites	Adobe Illustrator	Asana
Presentations	Adobe After Effects	Zoom
B2B & B2C	Adobe Premiere Rush	AmazonWD
Infographics	Adobe FireFly	Teams
Icon Development	Figma	

COLLEGE

Maryland Institute College of Art

ADDITIONAL EXPERIENCE

Gr.8 (Agency) /1998-2001

Specialized in brand development and integration of print and web

The Smithsonian Institution /1998

Event design for Smithsonian Folklife Festival on National Mall, DC,.

Johns Hopkins University /1996-1998

Visual design of marketing materials supporting University programs and events

Procter&Gamble /1995-1996

Art Direction and design of Cover Girl cosmetic packaging and POP marketing materials

CONTACT

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