



CONTACT

NAME

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EDUCATION

Parsons School of Design

May 2022

BFA in Communication Design

Summa Cum Laude

Otis College of Art & Design

August 2017

Intensive Graphic Design Principles

Pre-College Program

SKILLS

Design Software

Adobe Creative Suite (Photoshop, Illustrator,

InDesign, After Effects, Audition, Premier Pro, XD,

Capture, Lightroom, Dreamweaver, and Firefly)

Nano Banana | Midjourney | Figma | Sora | ChatGPT

Front-End Development

HTML5 | CSS3 | JavaScript

Core Design Principles

Typography | Editorial Layout | Brand Systems |

UX/UI Color Theory | Motion Graphics | Print Design

FREELANCE DESIGN

Drew's Honey Bees

January 2024 – April 2024

- Designed and executed e-commerce visuals across product photography, social content, digital ads, and website assets to strengthen brand storytelling and drive online sales.

Monique TFFCL

November 2023 – June 2024

- Led a full brand redesign, developing a comprehensive brand book that defined visual identity, typography, color systems, and creative guidelines across digital and print touchpoints.

DESIGN EXPERIENCE

Senior Brand Designer

June 2024 – Present

Seiber

Remote

- Architected end-to-end brand identity and digital ecosystem, including comprehensive visual system (logo suite, typography, color palette), brand voice/mission, and competitive positioning strategy that established market differentiation.
- Designed and developed a full SaaS product experience utilizing HTML, CSS, and JavaScript to create intuitive UI/UX interfaces that enhanced user engagement and product adoption.
- Built a consumer-facing website featuring custom CMS integration, animated content, responsive breakpoints, WCAG accessibility standards, custom Typekit implementation, and strategic brand storytelling copy.
- Defined brand strategy tied to business objectives through target customer analysis, key trend identification, and alignment of visual design with marketing strategy to drive business growth.

Social Pod Design Lead

July 2023 – June 2024

Hollister California + Gilly Hicks Active

Columbus, Ohio (Hybrid)

- Delivered best-in-class digital design across paid social, organic social, and e-commerce channels, generating **72M+ impressions** and driving **+93% engagement increase** through data-informed, consumer-centric creative strategies.
- Drove **+82% follower growth** through strategic digital consumer experiences, leveraging monthly trend reports, competitor analysis, and previous performance metrics to inform design decisions that elevated brand presence and conversion.
- Led cross-functional brand collaboration (Hollister x Crocs), partnering with Senior Copywriter and Design Director to develop creative concept, product storytelling deck, and go-to-market strategy that secured partnership and drove revenue.
- Executed high-volume, multi-channel digital design producing Meta Shop banners, paid social advertisements, Instagram stories, TikTok carousels, and campaign photography that reflected brand DNA while optimizing for platform-specific performance.

Seasonal Marketing Design Assistant

June 2022 – July 2023

Hollister California

Columbus, Ohio (Hybrid)

- Designed multi-channel performance marketing campaigns across Meta, Pinterest, email, web, in-store signage, and video wall displays, driving **+12% store sales, +18% DTC sales, and +26% YoY growth**.
- Delivered brand-right digital experiences and led art direction for product photography across touchpoints, creating cohesive visual storytelling that elevated brand standards and **improved margin rate by +47%**.

Video Editor & Motion Designer

January 2022 – May 2022

DAS42

Remote (Contract)

- Designed a branded motion graphics system, creating custom intro/outro sequences, live video overlays, and event signage in Adobe After Effects to enhance digital content presentation.
- Developed scalable video template infrastructure streamlining production workflow through efficient footage management, custom audio editing (Adobe Audition), and template design.

Design & Marketing Intern

May 2019 – August 2019

Edgeworth Economics

Washington, D.C.

- Assisted in 10th anniversary rebrand initiative, managing visual identity refresh, CMS platform migration, and marketing collateral updates across digital and physical touchpoints.
- Created integrated marketing materials, including email graphics, press releases, event signage, and branded merchandise that maintained brand standards and elevated company presence.