



art director + designer

Contact

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Summary

Art director and designer with a diverse background in layout design, illustration, typography, and branding, offering expertise in creating compelling visuals.

education

Virginia Commonwealth University (VCU) May 2024

GPA: 3.98

B.F.A. Graphic Design
B.S. Creative Advertising

Global Education Certificate
Peace Corps Prep
Eagle Scout Award

skills

Design

Brand identity creation, Digital and Out-of-home ad design, Print layout & design, Social media marketing, Website layout & design, UI/UX design and wireframing, Market research, Photo & video editing, Project leadership, Package design

Tools

Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Font Self, Procreate, Keynote, Google Slides

Languages

Spanish, French, Japanese

experience

Health and Human Services Graphic Designer

MITRE | **Nov 2023 - Present**

Spearheaded the design of the Women's Health Data book for the National Institutes of Health, crafting a cohesive visual identity and layout to effectively present scientific data. Translated complex information into engaging graphics, meeting project deadlines and meeting 508 compliance.

Art Director Intern

FABLE | **Jun 2024 - Aug 2024**

Developed full rebrands for 4 start-up companies, which included new logo, color palette, type hierarchy and brand guidelines. Expanded brand visual identity by designing website, digital media ads, social media/email templates, and print.

Lead Graphic Designer

River City Fashion | **Jan 2024 - May 2024**

Led design direction for the 1st magazine issue of River City Fashion: Student-run organization that reports on Richmond's robust fashion trends and styles. Cropped and retouched model photographs into eye-catching collages. Organized pre-press information.

Graphic Designer

The Commonwealth Times | **Sep 2023 - May 2024**

Designed layout for 15 printed newspapers and 21 social posts enhancing overall visual appeal and readability. Edited images and formed complex newspaper layouts by text wrapping, photo cutouts and visual balance.

Social Media/Marketing Intern

Spiel LLC | **Jun 2023 - Aug 2023**

Designed branding guidelines for print and social ads. Revamped Spiel's Instagram account, promoted the app's new features twice a week. Created brand merchandise strategy.

Social Media/Marketing Intern

B Smart Insurance Group | **May 2023 - Aug 2023**

Led Facebook social media presence sharing specific home and auto scenarios to better inform Floridians about insurance policies. Designed PowerPoint presentations for employee trainings and workshops.

UI/UX Design Intern

Bank of America | **May 2022 - Aug 2022**

Created iterations of agile product development for a digital student ID platform for VCU students. Worked cross-functionally with Development and Design team to redesign the VCU Mobile Application. Produced complex wireframing via Figma.

awards & association

Awards

2024 Silver Addy in the Regional Richmond/Hampton Road Competition

Awarded annually to a project in the Out-Of-Home & Ambient Media category by the American Advertising Federation.

(2x) Gold Rammy's Award & (2x) Silver Rammy's Award

Awarded annually to selected Robertson School students who excel in their advertising work. (Client: Tide, VA Quilt Museum, Duke's Mayo and Monster Jam)

Associations

2024 National Student Advertising Competition (NSAC)

Lead Designer/Art Director for VCU team. Provided comprehensive brand guidelines and it's application to marketing strategy booklet. Delegated tasks to supporting designers. (Client: Tide)