



ABOUT ME

A Dynamic and seasoned Senior Graphic Designer with a diverse background in creating compelling visual assets for marketing campaigns, web design, and brand development. Skilled in implementing UX/UI practices to optimize user experiences and drive engagement. Proficient in collaborating with cross-functional teams to deliver high-quality designs that align with brand objectives. Demonstrated leadership abilities and a strong commitment to maintaining brand consistency and adhering to project timelines.

MY EXPERIENCE

Hypori

Senior Graphic Designer

2022 - Present | Austin, TX (remote)

Lead web layout, prioritizing UX/UI best practices.

Design web pages and assets to effectively convey brand messaging and drive conversions

Develop E-Books for lead generation.

Design print and digital collateral for conventions, maintaining brand consistency

Generate sales materials to boost brand visibility and sales

Create weekly social media tiles for brand coherence

Produce assets for US Armed Forces events, meeting tight deadlines

Create weekly promotional GIFs

Canopy Management

Graphic Designer

2021 - 2022 | Dallas, TX (remote)

Crafted brand imagery, optimized for SEO to drive visibility and clicks on Amazon listings

Conducted product photography setups and captured high-quality images for marketing materials and online listings

Developed logos and brand standards for startup brands

Improved product visibility and click rates through strategic image manipulation

Collaborated with photographers to ensure timely delivery of product images

Managed project timelines for budget-compliant deliverables

Two Brothers Brewing

Senior Graphic Designer

2018- 2020 | Warrenville, IL

Designed digital banners, social media posts, and marketing materials for brewery outlets

Prepared pre-press packaging files with keylines and Pantone colors

Led branding for a new restaurant in collaboration with Marketing Director

Contributed to beer name and marketing campaign brainstorming sessions

Rule 29

Graphic Designer

2018 | Geneva, IL

Created animated PowerPoint presentations for video use

Designed print advertisements for UNICEF following brand guidelines

Developed video graphics using scripts and B-roll footage

Contributed to brainstorming and creative meetings with fellow designers

Electric Easel

Junior Graphic Designer

2018 | Crystal Lake, IL

Assisted in website and app development

Designed social media posts using Canva

Developed low-fidelity websites from design briefs.

Created printed adoption profile pamphlets

Crane USA

Junior Graphic Designer

2016 - 2018 | Itasca, IL

Produced product images for webpages,

Collaborated in marketing brainstorming sessions

Created advertisements, pull-up banners, and print materials for promotions

EDUCATION

SCHOOL

The Illinois Institute of Art - Schaumburg (ILIS)

DEGREE

Bachelor of Fine Arts - Graphic Design

SOFT SKILLS

Leadership
Communication
Problem Solving

Logical Thinking
Collaboration
Adaptability

TOOLS

| | | |
|--------------------------|----------------------------|--------------|
| Id InDesign | Pr Premiere Pro | Figma |
| Ps Photoshop | Ae After Effects | Wordpress |
| Ai Illustrator | Xd Adobe XD | Wix |
| | | SquareSpace |
| | | Canva |
| | | MS Office |
| | | MailChimp |
| | | Google Suite |

FREELANCE THINGS

Village of Schaumburg

2023

Created a vibrant logo for the Schaumburg Beer Festival (hops and props), blending tradition and modernity to capture the town's spirit. Inspired by local heritage and brewing.

Reclaimed Freedom

2020

Crafting a logo for a carpenter specializing in river-effect wood furniture. Inspired by the beauty of rivers and woodworking artistry, the design blends organic elements with contemporary style, reflecting the carpenter's dedication to quality and innovation.