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Senior Graphic Designer and Visual Storyteller with 8+ years of experience driving growth and enhancing brand awareness across diverse industries. Excels in creative direction, balancing design and content to craft compelling narratives across successful marketing campaigns. Proven track record of delivering effective visual solutions that improve engagement. Trusted advisor to leadership and key stakeholders, providing subject matter expertise on strategies that capture and engage audiences.

KEY ACHIEVEMENTS

- Redesigned webpages with a UX-focused approach, driving engagement and enhancing user experience.
- Led a full rebrand of a 10-product lineup, including new packaging and labels, ensuring brand consistency.
- Optimized eCommerce product pages, contributing to a 40%+ increase in sales and an 80% YoY profit growth for clients.
- Developed a streamlined design workflow in Monday.com, increasing project efficiency and team alignment.

TECHNICAL SKILLS

Adobe Creative Cloud (After Effects, Animate, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro, XD), Basecamp, Canva, Figma, Google Workspace, Mailchimp, Microsoft Office Suite (including Word and PowerPoint), Monday.com, Squarespace, Webflow, Wix, WordPress

PROFESSIONAL EXPERIENCE

Hypori
Austin, Tx - Remote
2022 – Present

Trusted by global system integrators, defense, government, healthcare, and other regulated industries, Hypori is a mobile access platform enabling secure virtual access to enterprise data and is suitable for Federal, Defense Industrial Base (DIB), and commercial enterprises.

Remote Senior Graphic Designer

- Create print and digital collateral for conventions and events to showcase product functionality and drive sales.
- Align marketing campaigns with brand messaging to maintain consistency across platforms.
- Apply UX/UI design principles to enhance webpages and improve user experience.
- Design GIFs and animations for online platforms, increasing engagement.
- **Key projects & accomplishments include:**
 - As the company's only designer, ensure all teams adhere to brand standards.
 - Developed and implemented processes and procedures to streamline project completion, including training sessions to educate teams.
 - Created a design brief system in Monday.com, standardizing design workflow.
 - Redesigned webpages with a UX-focused approach, boosting engagement and improving the digital asset upload process.
 - Designed a 20-page eBook featuring case studies and potential use cases.

Canopy Management
Austin, Tx -
Remote
2021 – 2022

Canopy Management is a full-service agency that offers customized branding plans to help businesses grow and succeed on the Amazon platform.

Remote Senior Graphic Designer

- Designed and edited digital content (photography, videography) to optimize eCommerce sales and improve webpages.
- Worked cross-functionally with the Art Director and photographer to ensure high-quality, SEO-optimized, and brand-aligned assets.

- Managed multiple projects, meeting strict deadlines while maintaining creative standards.
- **Key projects & accomplishments include:**
 - Contributed to marketing strategies that resulted in a remarkable 80% YoY profit increase for clients.
 - Optimized sellers' webpages and listings, driving a significant 40%+ increase in eCommerce sales.

Two Brothers Brewing
Warrenville, IL

2018 – 2020

Over the past 20 years, Two Brothers Brewing, a family-owned brewery, has grown into a lifestyle brand that offers multiple products and spans over a dozen states, including 5 locations of breweries, distilleries, and restaurants.

Senior Graphic Designer

- Designed marketing materials for multiple locations while maintaining brand consistency across core products.
- Trusted partner on brand and marketing strategy, offering subject matter expertise in stakeholder brainstorming sessions.
- Collaborated cross-functionally with internal teams to develop packaging, menus, posters, social media assets, digital banners, and new merchandise.
- **Key projects & accomplishments include:**
 - Sole designer responsible for overseeing all visual branding efforts.
 - Led a full rebrand of the company's entire lineup of 10 core beers, including new packaging and labels.
 - Developed a campaign strategy for vodka sodas and beer, partnering with Marketing.
 - Spearheaded menu rebranding for the Taphouse location, enabling weekly menu updates.
 - Designed new coffee bags and sales collateral to enhance product branding.
 - Collaborated on the launch of a branded beer festival.

Electric Easel
Crystal Lake, IL

2018

Electric Easel is a full-service digital marketing solutions company offering web design, print & graphic design, programming & web development, search engine optimization, content marketing, and strategic consulting services.

Graphic Designer

- Created photography content and assisted in website and app design to enhance engagement.
- Designed website assets, digital profiles, and print pamphlets to support client branding.
- **Key projects & accomplishments include:**
 - Streamlined design operations and workflows, increasing project efficiency.
 - Translated design briefs into website content that aligned with brand strategies.

Crane USA
Itasca, IL

2016 – 2018

Crane USA specializes in the design and manufacturing of home appliances, particularly humidifiers, air purifiers, and other wellness products for indoor environments.

Graphic Designer

- Created digital and print collateral for marketing campaigns.
- Designed advertisements, pull-up banners, and other promotional materials to optimize marketing efforts.
- Contributed creative insights in marketing brainstorming sessions.
- **Key projects & accomplishments include:**
 - Revitalized digital marketing content for an Amazon storefront and corporate website.

ADDITIONAL PROJECTS

Village of Schaumburg (2023)

The Village of Schaumburg is the largest center of economic development in the State of Illinois, outside the of Chicago.

- Developed a modernized brand identity for the Schaumburg Beer Festival while preserving the community's heritage.

Reclaimed Freedom (2020)

Reclaimed Freedom is a carpentry business specializing in river-effect wood furniture.

- Designed a distinct brand identity, integrating organic elements with a contemporary style.

EDUCATION

Bachelor of Fine Arts in Graphic Design – The Illinois Institute of Art-Schaumburg (ILIS)

- Winner: 3rd Place – SquareOne (2017)