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## Work Experience

### Imagination

#### Graphic Designer

New York, NY  
December 2018 – Present

- Work within and create style guides to apply clients' brand(s) consistently across a range of formats including websites, experiential spaces, and printed materials
- Weekly presentations of project milestones and deliverables to key clients and stakeholders
- Collaborate with strategy team to ensure projects and pitches are aligned to project goals
- Research and encapsulate complex products into concise animations through visual storytelling and illustration
- Mentor 2-5 junior designers and interns each year in software, design, and business practices

#### Key achievements

- Educated design and accounts teams to streamline prototyping processes saving 10+ hours a week
- Evolved clients illustration and animation style, securing new work developing full illustration toolkit valued at \$160k
- Helped establish responsive web guidelines for a world-leader in financial technology
- Coordinated with print vendors on templating and installation of 600+ custom sized large scale graphics, through site visits, emails and phone calls

### Art in Odd Places

#### Graphic Designer (Part-time)

New York, NY  
September 2020 – Present

- Establish visual identity and style guide to increase brand recognition, trust, and engagement
- Design email templates, graphics, and gifs for biweekly email marketing campaigns
- Provide weekly guidance on content strategy, on top of visual look and feel
- Direct 10-person team in web technology best practices (Google Drive, Mailchimp, Wordpress, Instagram, etc.)

#### Key achievements

- Introduced alt-text to social media content, expanding post discoverability and SEO potential by up to 11%

### Midnight Commercial

#### Designer

Brooklyn, NY  
August 2016 – March 2018

- Ideation, UX, UI, 3D, prototyping and lead graphic design on interactive projects from pitch to installation
- Co-ordinated design, engineering and production teams to keep designs on budget and within feasibility, for multiple projects at a time
- Initiated and formalized file management organization system and naming conventions for four separate platforms
- Designed 100% of in-house materials (mugs, door signage, holiday cards, email signatures, etc.)
- Supervised 2-5 Masters-level interns per summer, delegating tasks clearly and overseeing development

#### Key achievements

- Self-taught 3D modeling and rendering, given visual lead on 10-20 comps and renders for project pitches and client reviews per week, within weeks of learning the technology

## Education

### Parsons New School for Design

#### BFA Design and Technology / Communication Design

New York, NY  
August 2012 – May 2016

- Graduated top of class. Dean's List, University and Departmental Honors
- Selected by administration for numerous peer leadership roles: teaching assistant, research assistant, peer mentor.

## Skills

**General/soft skills:** leadership, illustration, brand identity development, digital interaction, AR, VR

**Design tools:** Adobe Illustrator, Photoshop, InDesign, After Effects, XD, Sketch, ProtoPie, PPT, Procreate, InVision

**Development:** HTML5, CSS, Javascript, Processing, PHP, P5, D3, Arduino, AngularJS

**3D:** Rhino, Vray, 3D printing, OpenSCAD, Cinema 4D