

## Experience

### Visual Designer → Wunderkind 2021 - present

- Created visually striking, performance-driven onsite/email experiences
- Independently applied HTML/CSS in standard situations
- Developed creatives that frequently passed design & technical reviews with minimal-to-no feedback
- Implemented our best practices and industry trends
- Explored feasible solutions with email and visual integrations internal teams to ensure product integrity
- Coordinated with customer success to ensure business needs were met

### Co-Founder / Creative Director → We Aspire 2020 - present

- Crafted a brand + visual identity
- Produced a summer campaign photoshoot, scouted talent + shoot location, managed budget
- Launched an interactive email campaign with Typeform
- Onboarded clients, managed timelines + expectations, provided third party support

### Jr. Web Designer → Blue Flame Thinking 2020 - 2021

- Concepted, designed, and implemented ideas for client websites
- Designed visual imagery for clients and ensured they aligned with their brand guidelines
- Tested websites for ADA compliance (Wix, WordPress, Squarespace)
- Promoted from Production Artist to Jr. Web Designer within one year

### Graphic Production Artist → Blue Flame Thinking 2020

- Supported the team throughout the execution of projects across a range of media & clients
- Fulfilled layout assignments according to supplied strategic & creative input
- Offered input to creative meetings & in sharing ideas
- Completed tasks in a timely manner

### Graphic Design Intern (Remote) → Red Light Management 2019

### Graphic Designer → Elite Abrasives 2017 - 2018

### Research Analyst Intern → The Rapidian 2017

For details on these experiences please refer to my LinkedIn.

## Skills

### Design

- Art + Creative Direction
- Digital Design
- Consumer Psychology
- CSS + JS
- Generative AI/Prompting
- Interaction Design
- Photo Retouching
- Print + Packaging
- UI/UX Design
- Usability Analysis

### Tech

- Adobe CC
- Basecamp
- Confluence
- Figma
- Jira
- Sketch
- Wrike
- VS Code

### People

- Client Relations
- Culture + Team Connectivity
- Organizational Planning
- Project Scoping
- Storytelling
- Time Management

## Education

### Grand Valley State University 2017

- B.A. in Advertising + Public Relations
- Minor in German