

## PROFESSIONAL SKILLS

Software: Adobe Creative Suite (Illustrator, Photoshop, AfterEffects, Premiere, Lightroom, InDesign, XD), Figma, Framer, Keynote, Powerpoint, Canva

Photography & Editing  
Social Media Content  
Illustration  
Typography  
UI design  
Print design  
Art direction  
Animation  
Copywriting  
Video & Production

## PERSONAL SKILLS

Ideation  
Leadership & Initiation  
Collaboration  
Organization  
Optimism

## AWARDS & ACCOLADES

President, Visual Communications Major

Selected Designer, Digitas Portfolio Review

Excellence in Photography Award

Calloway Humanities Scholarship

University of Delaware Provost Scholarship

## EDUCATION

### BFA, VISUAL COMMUNICATIONS

UNIVERSITY OF DELAWARE '20  
GPA: 3.65 | Dean's List: 2016-2020  
Study Abroad Experience: London, UK (2019)

## EXPERIENCE

### Graphic Designer (Contract)

#### alphabroder

REMOTE  
2024 - 2025

- Developed social media content, website banners, & email campaigns for top apparel brands including Gildan, BELLA+CANVAS, American Apparel, Under Armour, Champion, Comfort Colors, Vineyard Vines, and many more. Results include a large increase in engagement, and more traffic to website.
- Utilized UI knowledge to design rotating banners at the beginning of the user's website journey, alphabroder's landing page.

### Digital and Print Designer (Contract)

#### QVC

West Chester, PA  
2023 - 2024

- Utilized print expertise and A/B testing to create engaging direct mailers that directed people to purchase from QVC with compelling offers
- Designed billboards across Philadelphia and Times Square, driving a surge of new website customers
- Created the eye-catching wrap for the QVC Formula 1 race car, showcased at the 2024 Miami Grand Prix
- Collaborated with Creative Directors to launch the national Age of Possibility campaign, delivering mailers, billboards, magazine spreads (Vogue, People), and animated web & social ads

### Art Director, Designer, Photographer

#### Freelance

(Location Varies)  
2020 - Present

- Showcasing the unique essence of lively concerts, weddings, romantic engagements, and portrait sessions through my photography and videography.
- Creating fully fleshed-out brand identities and campaigns for businesses by implementing clever strategies from successful businesses in the related field, while helping the brand to stand out visually.

### Junior Art Director

#### The Munroe Agency

Philadelphia, PA  
2022 - 2023

- Completely led social media and email campaigns for the agency's biggest client (QuickChek) through trend research, efficient concepting and planning with Copywriters and Creative Directors, and innovative execution of videos & images, resulting in a positive spike in engagement from the audience

### Design Project Coordinator

#### MC3

West Chester, PA  
2021 - 2022

- Managed and improved flow of design requests from PM's to designers

### Art Director & Designer (Contract)

#### Reingold

REMOTE  
2021

- Transformed logos, composed intriguing ad storyboards, and refined printed and digital content for clients like St. Jude and Veterans Affairs

### Graphic Designer (Contract)

#### Nutrisystem

Fort Washington, PA  
2021

- Oversaw social media and email content through the creation of dynamic animations and graphics to promote social engagement and ultimately increase website traffic

### Freelance Graphic Designer

#### BRANDSHARE

REMOTE  
2020 - 2021

- Amplified major companies such as Amazon and Food Lion's digital footprint through connected sampling and research