

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