

SKILLS*TECHNICAL:*

Typography,
Branding,
Motion Graphics,
Video Editing,
Illustration,
Infographics,
Editorial,
Experiential Design,
Presentations.

DESIGN TOOLS:

Adobe CC,
Figma,
Microsoft Office.

SOFT SKILLS:

Client Collaboration,
Team Leadership,
Creative Strategy,
Project Management,
Storytelling,
Multitasking,
Creative thinking,
Problem Solving,
Attention to Detail.

EDUCATION

University of the Arts
Philadelphia, PA
September 2008–May 2012
Bachelor of Fine Arts
in Graphic Design

SUMMARY

Multidisciplinary designer with over a decade of experience designing for mission-driven brands. Expert in developing integrated campaigns, brand systems, and multimedia content across digital and print. Specializes in healthcare and nonprofit sectors. Strong communicator and collaborator with a passion for storytelling through design.

EXPERIENCE**Freelance Designer**

Lansdale, PA | November 2015–Present

Hired on a project-to-project basis to support various marketing needs from printed publications, motion graphic videos to custom newsletters for various clients like

- *BGB Worldwide*
- *Nexus*
- *FWD.us*
- *International Rescue Committee*
- *OneGoal*
- *Perkins School for the Blind*
- *Teach For America*
- *The New York Academy of Medicine*

Art Director + Content Creator

IMRE | New York, NY | June 2021–January 2025 | Project: "Pharma", PW: "imre2025"

- Led the end-to-end creative development of social media campaigns, videos and brand identities for DTC and HCP pharmaceutical brands like Tezspire, Saphnelo, Amgen and Breztri.
- Led the design team on two PDUFA submissions for the Tezspire brand, developing visual assets and ensuring all materials aligned with brand and regulatory standards.
- Collaborated closely with cross-functional teams and clients to align on brand vision, delivering innovative visual solutions that drive engagement.
- Designed and animated social content, managing projects from initial storyboards to final execution, adhering to strict brand and platform-specific guidelines for Meta, Instagram, TikTok, Reddit, and YouTube.
- Presented concepts to internal teams and clients, streamlined creative workflows, and mentored junior designers, fostering collaboration and excellence.
- Assisted the Studios team across all production stages, including pre-production (storyboarding, shot list), production (shooting, directing), and post-production (editing, graphics, sound design, organization and archiving).

Senior Designer

Women Deliver | New York, NY | February 2018–December 2020

Lead the design team responsible for producing, maintaining, and enhancing Women Deliver's brand through print and digital materials. Recipient of the 2019 Organizational-Wide Impact Award for outstanding service and embodiment of organizational values.

- Art directed, produced, and executed all print, digital, and experiential signage for the Women Deliver 2019 Conference hosted in Vancouver, Canada, in 3 months. Deliverables included wayfinding inside and outside the conference center, various Women Deliver exhibit booths, six separate stage setups, and the animated digital programming for the main stage.
- Initiated and launched Women Deliver's first merchandise store at the Women Deliver 2019 Conference, including conceptualizing and designing a range of products leading to an \$11,000 profit.
- Partnered with the Senior Communications Manager in Women Deliver's brand refresh, which included: updating the brand logo, color palette, templates, our iconography style, and creating a cohesive look across materials and platforms.
- Supported Women Deliver program teams in strategizing and executing all design-related collateral to support communications and advocacy objectives, including signage for all events, infographics, policy briefs, newsletters, website updates, social media assets, and more.

Graphic Designer

The New York Academy of Medicine | New York, NY | March 2016–February 2018

- Designed print and digital materials including event collateral, presentations, emails, infographics, promotional materials, motion graphic videos, website & social media graphics, and Academy publications (e.g., reports, brochures, etc.).
- Redesigned the Academy's PowerPoint template and co-facilitated more than one dozen trainings to help employees more effectively use the templates to produce high-quality presentations.
- Initiated and launched the redesign of The New York Academy of Medicine's social media presence starting January 2017, resulting in a 15% follower growth within the first year.
- Supported copywriters, senior web producer, and all Academy departments to prepare and design materials for conferences and events
- Managed design elements for updating the Academy's website, microsites, and social media channels.
- Coordinated with vendors to generate estimates/bids and manage the production process for print and promotional materials.
- Managed production budgets, schedules, invoices, inventory, and reordering.