




Multidisciplinary designer with experience crafting user-centered digital experiences and brands. Passionate about solving problems through research-driven design.

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TECHNICAL SKILLS

- **UX/UI Design:** Figma (Interactive Prototypes, Component Creation), Adobe XD, Webflow, Wireframing, Prototyping, Responsive Web Layouts
- **Graphic Design:** Adobe Photoshop, Illustrator, Indesign, After Effects
- **Research & Collaboration:** User Interviews, Usability Testing, Journey Mapping, Cross-Functional Team Collaboration, Design System Familiarity

PROJECTS

Tyro: Culutural Adaptation Mobile App

UX Design Capstone, Aug 2022 - Dec 2022

- Designed a community-building app for international students using **Figma**; created user flows and personas.
- Interviewed 15+ users and built features addressing social isolation and cultural navigation.
- Collaborated with a UX peer in China through async communication and design iteration.

Hyatt Regency Mural Design

Environmental Design, Aug 2022 - Dec 2022

- Co-led mural concept for Polaris revolving restaurant, increasing guest engagement and visibility of in-house honey sales.
- Delivered final design proposal through iterative feedback and client presentation.

EDUCATION

Georgia State University, Atlanta, GA

Bachelor of Fine Arts (BFA) Graphic Design

- **Relevant Coursework:** Advanced Typography, Print and Editorial Design, Interactive Design, Motion Media Design, Corporate Identity Design, Design for Advertising
- **GPA:** 3.6 | Dean's List

WORK EXPERIENCE

Freelance Work

Freelance Designer, Jan 2020 - Present

- Developed visual brand identities and marketing collateral for 20+ clients, including cafes, weddings, and esports orgs resulting in 30-50% audience growth per client.
- Produced social media graphics and responsive web elements that improved lead conversion by an average of 22%.
- Built scalable design systems using Figma and Illustrator, ensuring visual consistency across digital and print assets.
- Consulted with clients to define design goals, gather feedback, and deliver iterated assets under tight timelines.

Georgia State University, Atlanta, GA

Graphic Designer, Aug 2022 - May 2023

- Created student engagement materials (flyers, social media posts) that increased campus event attendance by 25% through visually compelling storytelling
- Collaborated with the recreational facility to design digital assets, optimizing layouts for mobile-first usability

Dillardards, Albany, GA

Sales Associate, Dec 2023 - Aug 2024

- Designed in-store signage and promotional flyers for sales events, contributing to a 15% increase in foot traffic.
- Supported 40+ customers per shift, identifying style preferences and driving cross-sales through visual merchandising.
- Partnered with management to test localized marketing materials for new collections, influencing display strategy.

House of Jazz, Albany, GA

Head of Marketing, June 2023 - Present

- Spearheaded all marketing initiatives for nightclub, driving a 60% increase in weekend event attendance through targeted promotions and branded campaigns.
- Designed high-conversion promotional assets for Instagram and TikTok, growing social media followers by and average story engagement by 40%.
- Led the development of monthly theme nights and influencer campaigns, boosting bar revenue by 25%.