



## *Education*

**Grand Valley  
State University**  
*Bachelors of Fine Arts*  
September 2016 – May 2020  
Graphic Design Major  
Marketing Minor

**Kingston University**  
**Study Abroad Art  
Program**  
July 2017 – August 2017

## *Skills*

Adobe InDesign  
Adobe Illustrator  
Sketch  
Adobe Photoshop  
Adobe Premiere Pro  
Figma  
Adobe After Effects  
Photography  
Videography  
Adobe Lightroom  
Adobe XD  
Invision  
Microsoft Office  
Monday.com  
Webflow  
WordPress  
MailChimp  
3D Software

## *Experience*

### **Fifth Wheel Freight (FWF) | Creative Manager**

*April 2021 – Present*

Developed a long-term creative strategy for FWF. Oversaw all internal and external visual assets to ensure they are meeting the brand standard. Managed and coached a creative team, using measurable goals to track personal development. Designed high-level materials. Assisted with creating and executing marketing campaign strategies. Implemented project management tools to streamline communication and increase productivity. Projected demands for resources and staff. Orchestrated and redesigned the company website. Managed vendor relationships.

### **FWF | Graphic Designer**

*September 2020 – April 2021*

Created all visual assets, including all internal and external deliverables. Collaborated across departments to accomplish FWF goals. Coordinated and executed photo shoots for external use. Organized digital assets across the company to increase efficiencies and ensure clarity between departments.

### **Amway Global Corporation | Graphic Designer**

*May 2019 – September 2020*

Optimized and unified Amway's brand colors across all of it's companies. Designed graphics, posters, digital advertisements, social posts, motion graphics, logos, packaging, and brand guides. Modernized PowerPoints for high level meetings. Collaborated with other departments to complete projects and achieve Amway's marketing goals.

### **The Image Shoppe | Graphic Design Intern**

*May 2019 – August 2019*

Assisted in the branding process for a variety of clients. Created social media graphics, menus, agendas, and event graphics. This was a seasonal position.

### **Grand Valley State University | Graphic Designer**

*April 2018 – May 2019*

Designed external-facing materials for the Alumni Relations Committee and other organizations associated with Grand Valley State University.

### **Ascend Business Growth | Design & Marketing Intern**

*May 2015 – June 2018*

Produced graphic design and website design work including social posts, infographics, website layouts, banners, eBooks, and other digital assets.