

Experience

J2 Creative Agency

Design Apprentice | Apr 2024 - Dec 2024

Collaborates with the creative team to lead concepting and moodboarding sessions, creating visual brand narratives for clients in the Education, Arts and Culture, Non-Profit, and Healthcare sectors.

Manages production design tasks for retainer clients, preparing artwork for both print and digital platforms while ensuring consistency to each brand guidelines.

Drexel Founding Collection

Freelance Graphic Designer | Oct 2022 - June 2024

Worked closely with curators, senior graphic designers, registrar, and exhibition coordinators on creating large scale graphics, signage, labels, and catalogs for various art exhibitions hosted in the Philadelphia region.

Executed all stages of design, from concept to final production, meeting client objectives and defining project scope, while offering expertise in typography, storytelling, and visual identity within established deadlines.

Managed print projects with vendors and installers at production stage, including proofing, file delivery, modifications, and exhibition layout.

Drexel University Graphic Design Program

Creative Art Director | Oct 2022 - Jun 2023

Supervised 4 multi-functional project team members to deliver a branding system within a short turnaround of six weeks, which included the ideation, creation, and development of a brand identity for the 2023 Graphic Design Senior Showcase collection.

Coordinated with co-chairs and faculty to discuss and develop team organizing and generated frameworks necessary for the senior show, which included media planning for marketing/social media, booklet, and web design direction.

The Shops at Liberty Place

Graphic Designer | Apr 2022 - Aug 2022

Collaborated with members of Drexel University to design an eye-catching 7' x 29' mural using large-scale graphics for an urban retail complex that won "Best Mall" in 2021 by Metro Philadelphia readers to invite community members into a shared space.

Comcast NBCUniversal

Town Hall Tour Program Ambassador | Sept 2021 - Apr 2022

Assisted with designing a system of social media infographics and quote graphics for Comcast Newsmakers to promote their national news segment, Equality, Identity & Hope, which covered the pressing issues of America's Indigenous People.

Maintained a Comcast NBCUniversal brand consistency throughout all design projects, ensuring adherence to established brand guidelines and standards.

Acted as a Comcast NBCUniversal trusted company representative leading extensive tours of the headquarters to senior leadership members, government officials, stakeholders, new employees and important partners.

Education

Drexel University Westphal College of Media Arts & Design

B.S. Graphic Design | 2023

Pennoni Honors College

Summa Cum Laude (GPA: 3.93)

Minor: Communication

Skills

Design

Brand Identity
Publication
Typography
Exhibition
Wayfinding
Packaging
Social Media

Software

Adobe Creative Suite
Microsoft Office
Figma
Sketch
HTML / CSS / GreenSock
Hootsuite
Procreate

Recognition

Student Spotlight: Brochures, 1st Place | 2024
PRINT Awards

Graphis New Talent, Silver | 2024
Graphis

Locally Sourced, Honorable Mention | 2024
AIGA Philadelphia

Students to Watch | 2023
GDUSA

Judge's Choice Award | 2023
AIGA Philadelphia

Alumni Best in Show | 2023
Drexel University Department of Design

American Graphic Design Award | 2021
GDUSA