

## Experience

### Meta

*Brand Designer* | Jan 2025 - Present

Developed comprehensive brand systems and design solutions across Meta, Facebook, Instagram, and WhatsApp, from concept phase to execution.

Built and expanded Meta's Public Affairs icon library with over 40+ new symbols, improving visual language and accelerating cross-team workflows.

Produced illustrations for WhatsApp's lightweight series, driving over 500K+ global impressions, boosting short-form content performance and user engagement.

### J2 Creative Agency

*Design Apprentice* | Apr 2024 - Dec 2024

Collaborated 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.

Managed production design tasks for retainer clients, preparing artwork for both print and digital platforms while ensuring consistency to each brand's 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 multi-use space.

## 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

Typography

Iconography

Motion Graphics

Publication

Exhibition

Wayfinding

### Software

Adobe Creative Suite

Figma

Microsoft Office

Procreate

Sketch

HTML / CSS / GreenSock

Hootsuite

## 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