

Experience

Meta

Brand Designer (Creative X) | Jan 2025 - Present

Developed scalable brand systems and visual solutions across Meta, Facebook, Instagram, and WhatsApp, from concept through execution.

Integrated generative AI into creative workflows for rapid prototyping, image generation, and visual exploration while maintaining brand standards.

Created illustrations for WhatsApp's Lightweight series, generating 500K+ global impressions and increasing short-form content engagement.

Refined WhatsApp's wordmark and glyph and contributed to the development of WhatsApp Sans, strengthening the brand's visual identity across touchpoints.

Designed OOH campaigns and brand activations across the Family of Apps, creating cohesive experiences that strengthened brand attribution.

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

Collaborated with curators, senior designers, registrars, and exhibition teams to develop large-scale graphics, signage, labels, and catalogs for art exhibitions across 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 end-to-end print production with vendors and installers, overseeing proofing, file preparation, revisions, delivery, and on-site exhibition installation.

Drexel University Graphic Design Program

Creative Art Director | Oct 2022 - Jun 2023

Led a cross-functional team of 4 designers to develop and deliver a comprehensive brand identity for the 2023 Graphic Design Senior Showcase within a six-week timeline.

Partnered with co-chairs and faculty to establish creative frameworks and oversee marketing, social media, editorial, and web design direction for the showcase.

The Shops at Liberty Place

Graphic Designer | Apr 2022 - Aug 2022

Collaborated with Drexel University and community partners to design a 7' x 29' mural for an urban retail complex recognized as "Best Mall" by Metro Philadelphia, creating an engaging visual landmark that welcomed 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

Brand Strategy

Creative Direction

Typography

Motion

Environmental Design

AI + Generative Design

ChatGPT

Gemini

Midjourney

Meta AI

Figma Weave

Software

Adobe Creative Suite

Figma

Webflow

Procreate

Recognition

Student Spotlight: Brochures, 1st Place
PRINT Awards

Graphis New Talent, Silver
Graphis

Locally Sourced, Honorable Mention
AIGA Philadelphia

Students to Watch
GDUSA

Judge's Choice Award
AIGA Philadelphia

Alumni Best in Show
Drexel University Department of Design

American Graphic Design Award
GDUSA