

About

I'm a formally-trained, multidisciplinary creative with a focus in brand development, layout design, and photography. My experience (in-house, agency, and freelance) has molded me into a meticulous but highly-collaborative designer and director. I thrive on creating work that compels and delights.

Experience

2020 – 2026

SENIOR GRAPHIC DESIGNER, Techtronic Industries

Hired as contract, transitioned to full time, and later promoted to Senior Graphic Designer.

- Designed packaging, signage, and brochures for Hart and Hoover products sold in major retailers across North America.
- Developed brand guidelines and reviewed packaging for brand compliance.
- Collaborated with product and marketing to keep technical specs and messaging strategy on point, preventing last-minute corrections that disrupt deadlines.
- Directed product photography, including a product family photo featuring 400+ SKUs composited into a custom CGI environment.
- Directed, wrote, and filmed product feature videos for Walmart.com.
- Identified and implemented new processes to improve team organization and productivity, such as building an Airtable-based video production management system for creating storyboards, shot lists, and scripts.
- Handpicked for the Emerging Leader program, a selective development track for high-performing, early-career talent.

FALL 2019

GRAPHIC DESIGN INTERN, Drum Creative

- Conceptualized a visual identity overhaul for a leader in the fuel industry.
- Photographed team headshots.

2017 – 2019

STUDENT GRAPHIC DESIGNER, Bob Jones University

- Designed promotional material, event collateral, and educational resources for various departments and organizations.
- Fabricated and installed environmental signage across campus.

SUMMER 2017

GRAPHIC DESIGN INTERN, Ripen

- Created email and social media assets for a chef apparel brand.

Education

BFA IN GRAPHIC DESIGN, Bob Jones University

(with additional coursework in photography)

- Photographed student life for the university's annual yearbook.
- Showed three pieces in a juried exhibition at the SE Center for Photography.
- Led an American Advertising Federation's student chapter as a board member.
- Attended First Round and Adobe Max conferences.

Skills

TECHNOLOGIES

- Photoshop
- Illustrator
- InDesign
- Dimension
- Lightroom
- Capture One
- Procreate
- Figma

CAPABILITIES, of note

- Brand Strategy
- Visual Identity
- Layout Design
- Copywriting
- Art Direction
- Photography
- Storyboarding