

Working remote in Milwaukee, WI 

With 14 years of experience as a brand-focused designer, I specialize in crafting strategic, cohesive visual identities that elevate marketing efforts. From leading full-scale re-brands to fine-tuning UI/UX for better user engagement, I'm passionate about translating brand vision into compelling, high-impact design. I thrive in fast-paced environments, balancing precision with creativity to deliver pixel-perfect work—fast. Recognized for my adaptability, attention to detail, collaborative spirit, and ability to bring energy and clarity to every project.

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## SKILLS

- Marketing Design and Branding
- Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- Figma
- Google Workspace (Docs, Sheets, Slides)
- Microsoft Office Suite (PowerPoint, Word, Excel)
- Motion Design Fundamentals
- UI/UX Design
- Responsive Website Design
- Identity and Logo Creation
- Typography
- Layout & Composition
- Print, Color Theory & Management (Pantone, RGB, CMYK)
- Creative Problem Solving
- Marketing Automation Platforms (Hubspot)
- Team Management & Leadership
- Account-Based Marketing and Demand Generation strategies
- Webflow, WIX, Wordpress

## PROFESSIONAL EXPERIENCE

**Senior Brand Designer - Marketing and UI/UX** January 2022 – Current  
Boost Insurance, New York, NY (Remote)

*Boost is a B2B SaaS startup which received 6 rounds of funding for their API-driven infrastructure that makes it easy for any company to increase customer value by offering embedded insurance*

- Delivered high-quality, visually compelling marketing materials using brand guidelines to cohesively support ABM and Demand Gen campaigns, clearly visualizing product features and key messages—such as one-sheets, social posts, advertisements, Google Slide & PowerPoint presentations, and HubSpot landing pages
- Led the redesign of Boost's new brand in 2023, including logo design, fonts, color palette, and illustration & iconography styles, resulting in increased client satisfaction and overall sales
- Conducted user research, developed user flows and prototypes using Figma, and performed usability testing to deliver a meaningful experience for all users
- Executed a successful promotional marketing campaign by selecting branded merchandise, designing custom artwork, and coordinating shipping for Boost swag packages—each containing over 15 custom items in fully branded packaging

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**Principal Marketing Designer** June 2020 - January 2022  
Arkadium, New York, NY (Remote)

*Arkadium is a privately held, family-run creator behind the world's most played computer-based games*

- Created new sub-branding for Arkadium's loyalty program, resulting in increased customer satisfaction, a 30% boost in social media engagement, and improved overall company profitability
- Managed a small team of junior designers to produce all branded marketing materials, including social media graphics, print collateral, presentations, one-sheets, website assets, and event signage

## EDUCATION

Pittsburgh Technical College  
(Institution closed)

Associate in Science Degree,  
Graphic Design

July 2008 - July 2010

## CERTIFICATIONS

Front End Web  
Development Program  
New York Code &  
Design Academy  
2016

UX Design Boot Camp—  
Professional Certificate  
General Assembly

2018

## FREELANCE & INDEPENDENT PROJECTS

Wild Haven Creative Co.

2020 - Present

Design logos, brand identities,  
and marketing materials for  
clients across tech, nonprofit,  
and retail sectors, including:

- The Norfolk Tides - Minor League Baseball team
- Kansas University
- Seattle Aquarium
- Legacy Commercial Real Estate
- OVG (Oak View Group)
- Green River College
- Social Tees Animal Rescue
- Vashon Opera

**Senior Brand Designer**  
**Brand Designer**  
Catchpoint, New York, NY

June 2018 - June 2020  
March 2017 - June 2018

*Catchpoint is a B2B SaaS digital experience observability company that fortune 500 enterprises trust to proactively and rapidly detect and repair problems before they impact digital user experience*

- Researched, led, planned, and executed a complete company brand and website redesign while managing designs for digital and print marketing assets, booth displays, company events, and social posts—resulting in a 20% increase in leads for the company

● **Marketing Coordinator and Designer**  
9/11 Tribute Center, New York, NY

April 2014 – March 2017

*The 9/11 Tribute Center was a museum that commemorated the September 11 attacks through personal stories and artifacts. It was located in Lower Manhattan, New York City, and offered guided tours, visual exhibits, and audio tours to share the experiences of those affected by the tragedy*

- Coordinated marketing materials such as advertisements, brochures, newsletters, posters, signage, digital and print newsletter to follow brand guidelines
- Managed media inquiries, search engine optimization (SEO), Google Ads campaigns, and company social media channels to maintain brand consistency and drive engagement
- Collaborated with sales representatives to identify and secure advertising opportunities throughout Lower Manhattan
- Captured photography and video of events in Lower Manhattan to support branding and enhance all marketing collateral

● **Designer - Marketing and UI/UX**  
Clayton Kendall, Pittsburgh, PA

October 2010 - April 2014

*Clayton Kendall is a promotional marketing company that helps franchisers and multi-location businesses scale rapidly, save money and better manage their promotional items, signage, apparel and marketing pieces*

- Owned, designed and distributed all marketing materials
- Led and successfully executed complete company rebrand, including cross company brand guide implementation and management
- Assembled detailed UI wireframes and managed developer accuracy for all client websites in an agency setting