



About

I am an Art Director and Senior Graphic Designer with a strong food industry and customer service background, blending creativity with strategic insight. My understanding of the customer experience informs how I design the user journey from start to finish, with a focus on storytelling.

Education

UNIVERSITY OF TEXAS AT DALLAS

Emerging Media & Communication
Bachelor of Arts
Sep. 2015 - Dec. 2018

Software

Adobe Illustrator	Elementor
Adobe InDesign	Figma
Adobe Photoshop	Mailchimp
Adobe Premiere	Microsoft Office
Asana	Squarespace
Blender	Webflow
Canva	Wordpress

Expertise

Ad campaigns	Print production
Branding	Sales presentations
Customer service	Social Media strategy
Email campaigns	Typography
Market research	Web page creation

References

Daniel Diaz (Senior Designer)

Wingstop 925.314.5520

Peter Dille (Chief Marketing Officer)

CityCheers 925.314.5520

Bridget Rourke (Art Director)

CityCheers 408.306.3966

mason reeves

ART DIRECTOR // SENIOR DESIGNER

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Experience

DIGITAL DESIGNER

Wingstop // Jan. 2025 - Present

Designed graphics and crafted copy for weekly email campaigns, driving over \$50 million in revenue. Crafted print and digital assets for collaborations with athletes and influencers like Paige Bueckers and Charli D'Amelio. Produced visuals for a viral T-Mobile Tuesdays offer redeemed by over 500,000 fans. Created website heroes and bundle lockups to spotlight unique product offerings. Refreshed product imagery for Wingstop.com to boost visual appeal and engagement.

ART DIRECTOR

Sniffle // Dec. 2023 - Mar. 2024

Created visuals for social media posts, email campaigns, and push notifications. Spearheaded the design of visual projects daily. Created web pages & print materials to spotlight product offerings. Edited videos for social media platforms. Worked with marketing to enact campaigns. Created slides for investor presentation decks. Evolved brand guidelines and standards.

SENIOR GRAPHIC DESIGNER

CityCheers // Jun. 2023 - Dec. 2023

Designed promotional print materials that were displayed at hundreds of bars & restaurants throughout the country. Reviewed the work of junior designers to ensure high quality listings went into the CityCheers app. Worked with marketing to concept and create social media blasts, web pages for the CityCheers.com website, print collateral, and email campaigns.

GRAPHIC DESIGNER

CityCheers // Sep. 2022 - Jun. 2023

Refined images and layouts for hundreds of restaurant listings in the CityCheers app. Prototyped new features for the CityCheers app. Launched a redeveloped website using Wordpress. Created and implemented mass email campaigns with Mailchimp. Refined company brand book to establish brand guidelines. Maintained a library of digital assets.