

EXPERIENCE

Creative Designer, D'Youville University

Buffalo, NY | June 2025 – Present

- Lead creative production for university-wide recruitment, admissions, and institutional initiatives, supporting internal stakeholders across Advancement, Admissions, Academic Schools, Student Affairs, and central administrative units.
- Partner with internal and external stakeholders to develop presentations and campaign materials, using strategic storytelling through design to communicate complex initiatives clearly.
- Influence brand and communication improvements by identifying gaps, proposing solutions, and making recommendations to leadership that drive consistency and long-term impact.
- Establish and enforce institutional brand standards, improving clarity, accessibility compliance, and consistency across high-volume communications.

Graphic Designer, Employer Brand, Ford Motor Company

Remote | February 2023 – June 2025

- Led end-to-end creative for employer brand and recruitment marketing campaigns, delivering assets across digital, social, presentation, and motion channels to support enterprise talent attraction.
- Applied strategic storytelling to employer brand initiatives, including video and motion content used across recruitment and talent attraction channels.
- Navigated a complex, cross-functional recruiting environment, balancing feedback from recruiting, marketing, and communications partners while maintaining brand and editorial alignment.
- Established repeatable creative approaches and reusable assets that improved efficiency, consistency, and quality across recruitment and employer brand communications.

Assistant Graphic Designer, Buffalo State University

Buffalo, NY | February 2021 – January 2023

- Managed day-to-day design and production workflow for a high-volume campus print environment, balancing multiple concurrent projects and deadlines.
- Served as a primary point of contact for print and design requests, coordinating with internal clients to scope projects and ensure accurate execution.
- Led projects from concept through final production, preparing press-ready files and overseeing output to maintain quality and brand consistency.
- Coordinated with vendors and internal teams to resolve design and production challenges and ensure accurate, on-time delivery of materials.

Founder & Owner, Yey's Café

Buffalo, NY | April 2017 – March 2020

- Founded and scaled a food and hospitality business from a drop-off catering model into a full brick-and-mortar operation, making strategic decisions across brand, operations, staffing, and customer experience.
- Led all culinary operations as Head Chef, developing menus, overseeing food quality, and balancing creativity with consistency, cost control, and operational efficiency.
- Designed and maintained a cohesive brand system across menus, packaging, signage, in-store environments, and digital touchpoints, adapting brand execution as the business scaled.
- Planned and executed marketing and promotional efforts across print, digital, and social channels, using storytelling and design to attract customers and build recognition.

EDUCATION

Bachelor of Fine Arts in Graphic Design

Buffalo State University | Buffalo NY

Summa Cum Laude

Bachelor of Science in Business Administration

University at Buffalo | Buffalo NY

AWARDS

Student Best of Show

American Advertising Federation (AAF) Buffalo | 2024

Gold ADDY (Packaging)

American Advertising Federation (AAF) Buffalo | 2024

John J. Jauquet Award for Creative Excellence in Graphic Design

Buffalo State University | 2023

Hyatt's Award for Excellence in 3D Foundations

Buffalo State University | 2021

SKILLS

DESIGN

Illustrator
Photoshop
InDesign
After Effects
Figma

Canva
Branding
Typography
Illustration
Animation

WEB

CSS / HTML
Squarespace
Webflow
WordPress

MARKETING

Competitive analysis
SEO best practices