

## SUMMARY

Senior designer and brand strategist with 10+ years leading end-to-end creative across brand identity, digital campaigns, UX, and design systems. Known for translating ambiguous executive briefs into high-performing creative, including a campaign that drove 677% growth in candidate acquisition at a national mortgage lender. Available for senior design and leadership roles.

## EDUCATION

**UX DESIGN CERTIFICATION**  
*SPRINGBOARD*  
APR. 2022

**A.S. GRAPHIC DESIGN**  
*SANTA FE COLLEGE*  
APR. 2016

**MILITARY BASIC TRAINING**  
*U.S. AIR FORCE*  
AUG. 2010

## KEY SKILLS

### LEADERSHIP

Creative direction, Design team mentorship & development, Cross-functional collaboration, Stakeholder communication

### DESIGN & RESEARCH

Brand identity & strategy, Design systems, Conversation design, UX / Product design, User research, Usability testing, Information architecture, Wireframing & prototyping, Visual design, Illustration, Print & campaign design

### TOOLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Firefly), Procreate, Figma, Sketch, Miro, ChatGPT, Midjourney, Claude

## WORK EXPERIENCE

**NEW AMERICAN FUNDING - DESIGN LEAD** *(remote)*  
SEP. 2022 - APR. 2026

Led concept, design, and execution of a national retail recruiting campaign that drove 677% growth in Loan Officer acquisition in 4 months — spanning print, digital, direct mail, and experiential events.

Designed and evolved multiple brand identities with full visual systems (guidelines, iconography, illustration, and scalable asset libraries) ensuring consistency across all touchpoints and handoffs.

Led end-to-end website design from discovery to developer handoff: IA, wireframes, responsive prototypes, and visual identity — translating stakeholder requirements into a shippable design system.

Served on the planning committee board for an internal LGBTQ+ initiative, contributing to inclusive programming strategy, community engagement, and brand direction.

Co-founded and led the Design Development Program — a structured curriculum for early-career designers — mentoring 2 designers over 6 months, with both earning expanded responsibilities.

Partnered with cross-functional teams (marketing, product, engineering) to align brand, UX, and business objectives on campaigns from brief through production.

**STOCK ALARM - UX DESIGN INTERN** *(remote)*  
FEB. 2022 - APR. 2022

Balanced user experience goals with startup resource constraints — prioritizing high-impact improvements using data from focus groups and usability sessions to drive feature sequencing.

Evolved the design system with new components, graphics, and patterns to improve cross-product consistency and developer handoff quality.

**TINSLEY CREATIVE - SENIOR DESIGNER / ILLUSTRATOR** *(remote)*  
JAN. 2017 - APR. 2022

Developed and executed visual brand strategies for 30+ clients, translating business goals into cohesive, high-impact creative across functional marketing, packaging, and advertising.

Partnered with marketing teams to design and optimize campaigns, leveraging brand strategy and customer insights to improve engagement and performance.

**INTENSE INK - GRAPHIC DESIGNER / PRODUCTION SPECIALIST**  
MAY 2016 - JAN. 2017

Managed client relationships end-to-end, delivering compelling presentations, distilling feedback, and iterating to deliver high-impact, on-brief creative.

Built and led the production & installation department, establishing processes, scaling operations, and training team members to ensure efficient, high-quality execution.