

## SKILLS

### Graphic Design Skills

- Logo design
- Brand styleguides/guidelines
- Print work (invitations, postcards, trifolds, menus, tall signs, brochures, mailers, coupons, POP kits)
  - Production Artist
  - Digital Menus
- HTML5 Digital Banners
- Web/Mobile wire-framing and prototyping
  - UX, UI design
  - Copywriting

### Jr. Developer/Web Design Skills

- HTML + CSS/SCSS
- JavaScript, Vue JS
- Github, Bootstrap, REST API
- Wordpress, Squarespace, Shopify, Wix design experience

### Web Design/Developer Tools

- Invision, Bootstrap, VS Code, Atom, Codepen, Github

### Graphic Design Tools

- Adobe Create Suite: InDesign, Photoshop, Illustrator, XD, After Effects, Animate, Lightroom.
  - Sketch
  - Figma

### Data Analyst Tools

- Google Analytics, Google Tag Manager, Google Data Studio, Funnelytics, Optimizely

### Project Management Tools

- Monday, Jira, Confluence, Basecamp, Asana, Trello, ClickUp, Workmajig

## EDUCATION

### University of Texas at Austin

Moody College of Communication,  
Austin, TX, May 2017  
M.A. Advertising

### Syracuse University

College of Arts and Sciences,  
Syracuse, NY, May 2015  
B.A. Writing and Rhetoric  
Minor: Marketing

## WORK EXPERIENCE

### Driven Brands - Creative Director + Lead Designer | Atlanta, GA, Remote

February 2023 - Current

- Oversee a collaborative team of graphic designers, copywriters, and project managers, guiding them in strategically crafting messages and deliverables for 4 different automotive brands (Take 5 Oil Change, Take 5 Car Wash, Auto Glass Now, Meineke)
- Prioritize work and resources among various projects based on short- and long-term needs
- Review and approve art and copy developed by the team, ensuring that deliverables address marketing goals and challenges effectively
- Produce fresh, innovative work that translates complex ideas into compelling print materials and digital experiences for sophisticated audiences
- Oversee the presentation of final concepts, and obtain approvals for deliverables

### VSHRED, LLC - Junior Frontend Web Developer | Las Vegas, NV, Remote

August 2020 - October 2022 | Position eliminated due to company restructuring

- Developed user-facing ecommerce landing pages, product pages, and survey landing pages using HTML, CSS/SCSS, PHP, JS, and Vue JS
- Used the in-house CMS to manage company assets
- Developed high quality user-facing emails using HTML5 and Adobe Photoshop
- Built modular and reusable components and libraries using vue JS
- Tested product purchases, web pages, page speed, and optimized code for overall page performance
- Lead Marketing team in keeping pages ADA compliant
- Wrote technical support documentation through Confluence
- Debugged and patch bugs found by QA team/updated existing pages

### VSHRED, LLC - Freelance Graphic Designer | Las Vegas, NV, Remote

May 2020 - August 2020

- Edited existing product packaging labels and prep and revise files for production using Adobe Illustrator
- Conceptualized and developed designs for various digital promotional needs

### MGM Resorts International - Regional Graphic Designer | Las Vegas, NV

June 2019 - March 2020 | Laid off during Covid-19

- Developed creative solutions with design and copy teams for assigned properties, for projects of low, medium, and high complexity projects
- Generated high quality comps for presentation and review
- Concepted and designed all HTML5 digital banner ads
- Completed all design initiatives for assigned clients, ensuring appropriate design quality, marketing, and branding identities for clients' projects
- Managed work flow and ensured that designs for assigned properties met corporate and client expectations, were within property budgets, and deadlines were met
- Met with Creative Directors, Creative Managers, Designers, Production, and Account Management to evaluate project progress and client's requests
- Worked with Production and Purchasing for cost-effective solutions for jobs and projects
- Provided input in meetings when attending; offered design solutions based on client marketing initiatives, global trends and company positioning
- Contributed ideas and designed work for assigned projects while ensuring property brand standards are maintained across all projects

### Capriotti's Sandwich Shop Corporate - Graphic Designer | Las Vegas, NV

February 2018 - June 2019

- As the sole graphic designer, I completed all design initiatives for both Corporate and Franchisee owned shops nationwide
- Concepted and designed nation-wide brand materials for both digital and print media (in store menu boards, POP, coupons, direct mail, billboards, bus shelters)
- Created digital messaging campaigns such as: HTML email templates, social media graphics, and web banners
- In-house production artist