



(415) 516-1535

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EXPERIENCE

Independent Designer

Working with clients to build brand identities and internet experiences that help them connect with the right customers.

Communications Designer, Zenreach

Refined and implemented new visual identity system. Supervised the design of marketing and sales collateral. Built investor pitch decks. Designed numerous features and products.

Sr. Brand Designer, Moshi

Led a 3-person in-house creative team. Established brand identity guidelines. Art directed product photography. Built marketing assets for web, print and physical spaces.

Jr. Designer, Scott Campbell Photo

Designed photo albums and other printed products. Assisted in production and editing of commercial photography. Implemented a simple digital marketing strategy.

EDUCATION

BA Visual & Public Art,
Cal State Monterey [2011]

APPROACH

Start with a critical, context-aware understanding of the goal. Follow a content-centered design process that leaves space for spontaneity. Balance evidence and intuition when making decisions. Take calculated risks. Reflect on the outcome. Move on.

CAPABILITIES

Brand Identity
Graphic Design
Design Systems
Illustration
Product Design
Prototypes
Presentations

TOOLKIT

Adobe CC
Sketch
Procreate
Ink & Paper
HTML, CSS, JS
Atlassian
Asana