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## experience

### **MARKETING & PRODUCT DESIGNER, TULIP INTERFACES**

5.17 - TODAY | SOMERVILLE, MA

Manage social media, marketing collateral, and website presence. Responsible for website redesign, knowledge base creation, packaging, and product design. Creation of a system for easy tracking and updating of UI elements.

### **DESIGN LEAD & STUDIO MEMBER, SCOUT STUDIO**

1.16 - 12.17 | BOSTON, MA

Collaborate directly with clients on design and strategy projects including LivCollege. Create brand identity, website design, UI/UX strategy, and layout design. Manage a team of 9 people responsible for creating brand, experience, and collateral of Scout Conference, an event focused on drawing designers to Northeastern University.

### **SENIOR DESIGNER, PROJECT ACCESS**

9.16 - 4.17 | BOSTON, MA

Responsible for a full rebrand, website overhaul, and marketing collateral. Work directly with founder and other executives to research and accurately portray the non-profit and its mission. Focused on creating a resilient visual system that is easily usable by all team members.

### **PRODUCT DEVELOPMENT, VERIZON OPEN INNOVATION LAB**

7.16 - 12.16 | NEW YORK, NY

Advise and assist teams working on emerging technology products. Research industries, user problems and painpoints for potential market gaps. Creation of concept, user flows, wireframes, clickable prototypes, and websites.

### **CREATIVE DIRECTOR, MATÉBROS ENERGY TEA**

9.15 - 1.17 | HUNTINGTON BEACH, CA

Shape marketing strategy, products and brand image with CEO and founders. Create advertisements, promotional photography, displays, banners, coupons, and packaging.

### **DESIGN DIRECTOR, NORTHEASTERN UNIVERSITY ENTREPRENEURS CLUB**

8.15 - 1.16 | BOSTON, MA

Designed business cards, program brand identities and marketing material. Created and managed entrepreneurial events and keynotes focused on helping students work for and start their own business ventures. Streamlined process between program directors and ensured sustainable resources for future design directors.

## education

### **NORTHEASTERN UNIVERSITY**

5.18 | BOSTON, MA | 3.3 GPA

BS in Business Administration,  
Concentration in Marketing  
Minor in Graphic Design

Related Courses: Graphic Design I, Typography I, 2D & 4D Foundation, Marketing Management, Marketing Research, Marketing & Society, Organizational Behavior, Consumer Behavior

## skills

Sketch, Figma, Adobe Creative Suite, InVision, Zeplin, Principle, HTML + CSS, Wordpress, User Testing, Copywriting, Typography, Photography