

Excellent multidisciplinary designer; projects have included packaging design, logo design, print and marketing materials.

Complete project ownership including own copy writing and designing products for early consumer testing.

Brand development from logos, moodboards, creative research and auditing brands.

Projects have included luxury goods, consumer goods and product development.

Creative problem solver, agile worker, always trying to find the white space.

## PROFESSIONAL EXPERIENCE

### Colgate-Palmolive - Product Development and Design

[www.colgatepalmolive.com/en-us](http://www.colgatepalmolive.com/en-us)

11/19 - 9/22

The BIG Innovation and North America Innovation Acceleration (NAIA) team leads all of the creation and execution of new, breakthrough innovation for our CGP client. This team works on three broad categories: Home Care, Oral Care, and Personal Care.

- Developed rapid prototyping visuals for early consumer testing.
- Partnered with innovation teams to explore new visual trends and mood boards for early concept work.
- Participated in design thinking innovation sprint workshops to help generate ideas and sketches for further testing and real time consumer feedback.
- Created shopper materials for sale in customer presentations such as displays, shelf materials, and secondary packaging.
- Coordinated mock-ups of early prototypes and sales samples.
- Connected and transferred early design prototyping stages of work with the broader Global Design and Packaging teams for full design scale up upon successful learning.

### Freelance Designer

7/09 - PRESENT

Create social media design, email marketing, promotional and packaging design for companies such as **DPGW Marketing Agency, Solace Vapor, Asher House Wellness, Chill Paws, CBD Dent and The Rooted Observer.**

### Enchante Accessories - Graphic Designer

[www.enchanteaccessories.com](http://www.enchanteaccessories.com)

12/16 - 11/19

Design and marketing corporation providing cosmetic, bath and beauty, and accessory brand as well as private label design work in multi-channel distribution for over 25 years.

- Created and modeled product packaging designs for several major retailers including TJ Maxx, Wal-Mart, Burlington, Ross, Rue 21 and Hot Topic.
- Provided creative designs for national retailers' in-house brands such as Ellen Tracy, Daisy Fuentes, and Nicole Miller.
- Collaborated on Production Teams to design and present visually appealing concepts within client specifications.
- Measured success on adhering to productivity and time-to-market deadlines.

### Notable Product Design Internships and Projects

#### Anthony Logistics for Men - [www.anthony.com](http://www.anthony.com)

- Advertising, promotional products, event materials, email blasts.

#### EIC - [www.eic.net](http://www.eic.net)

- Flyers, website layout, company logos, presentations to clients.

#### Brdar - [www.brdar.com](http://www.brdar.com)

- Edited design layouts, mock-up presentations, promotional booklets.
- High-end clients included Donna Karan, Chelsea Enclave, One Jackson Square.

#### eShave - [www.eshave.com](http://www.eshave.com)

- Photography, web banners, email blasts, postcards, posters, web sites, brochures.

## EDUCATION

### Pratt Institute

Master of Science, Package Design

- Excelled in noteworthy packaging and design projects for Kleenex (Kimberly-Clark), Bigelow, L'Oreal, Vintage (Cott Corp)
- Recognized for unique concepts presented to L'Oreal for the design of an innovative moisturizer applicator.

### New York City College of Technology (CUNY)

Bachelor of Technology in Communication Design

## PROFICIENCIES

Adobe Creative Suite

Adobe After Effects

Google Web Designer

Sketch

Final Cut Pro

Quark Express