

EXPERIENCE

Senior Visual Designer @ College Board

November 2019 – Current

- Led the design for College Board's first digital event; designed concept, created visual assets for multichannel collateral and supervised design team.
- Visual lead for website replatforming project encompassing 6 different properties.
- Worked closely with program leads to design cohesive experiences between different digital platforms.
- Oversaw standup of new international corporate office branding/standards.

Visual Designer @ College Board

August 2013 – November 2019

- Led refresh and rollout of brand presentation standards.
- Collaborated with content, communications, marketing, and web production teams over a wide range of media, including web, digital, print, environmental and video.
- Provided art direction and visual designs for webpages, marketing collateral, and informational materials.
- Designed and led cohesive experiences for 14 annual College Board events.
- Experienced in mobile-ready media formats and knowledgeable in web accessibility.

UI Designer @ Vuable

February 2018 – July 2018

Refined the user experience and user interface for their principal website.

Associate Designer @ Van Gennep Design

June 2012 – August 2013

Worked with nonprofit organizations, corporations, and businesses to find creative solutions for their needs, with the client's brand aesthetics and guidelines in mind. Clients included Apollo Theater, The Noguchi Museum, and Planned Parenthood of New York City

Contract Visual Designer @ CityPockets

July 2011 – December 2011

Designed the user interface of their mobile app. Collaborated with the development team to provide deliverable assets for production.

SKILLS

Art Direction
Defining Tasks and Goals
Graphic Design
Prototyping
Site Maps
Visual Design
User Flows
User Research
Whiteboarding

TOOLS

Adobe Creative Cloud
Figma
Google Docs
HTML/CSS
Invision
Keynote
Microsoft Powerpoint
Sketch

EDUCATION

Pratt Institute

August 2010 – May 2013

M.S. in Communications Design

The City College of New York

August 2005 – May 2010

B.A. in Electronic Design and Multimedia

CONTINUOUS LEARNING

User Experience Design @ General Assembly, 2018

Researched, prototyped, and wireframed design solutions with Sketch and Invision. Put together a full set of UX documentation for a digital product.

Improv and Musical Improv @ Magnet Theater,

2016 – 2018

Improved listening skills and honed on-the-spot speaking skills. Gained knowledge in setting scenes, playing characters, storytelling, directing attention through asking questions, and breaking into song.

Dale Carnegie Course @ Dale Carnegie Training Center,

2017

Developed skills in communicating logically and clearly while creating engaging stories and presentations.

Full-Stack Web Development Intensive @ CityTech, 2016

Increased knowledge in HTML/CSS and designing for the web. Created personas and wireframes; coded prototype. Gained better understanding of Bash, Git, MySQL, Javascript, and PHP.
