

PROFESSIONAL SUMMARY:

Creative Graphic Designer with 10+ years crafting bold, user-centered visuals across print, digital, and brand systems. Skilled in translating ideas into memorable experiences through original concepts and layouts, trend-aware designs, and scalable frameworks. Adept in Adobe Creative Suite, Figma, and HTML/CSS. Known for unique visual approaches, streamlining workflows, and building designs that inform, inspire, and engage.

EDUCATION

Udemy, "Learn Figma: UI UX Design Essential Training," *Certificate*, 6/2023

Coursea, "Getting Started in Google Analytics," *Certificate*, 4/2023

New Jersey City University, Jersey City, NJ, *BA Degree*, 5/2004

KEY SKILLS

- Team Collaboration & Communication
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma, HTML/CSS, WordPress
- PowerPoint & Keynote Presentation Design
- Print & Digital Marketing Collateral
- Responsive Web & Email Design
- Project Prioritization & Cross-Department Coordination
- Accessible & Inclusive Design (WCAG)

RELEVANT EXPERIENCE

Graphic Designer | The Greenwich Journal & Salem Press (Remote) | Feb 2025 – Present

- Collaborated with the publisher and editorial team to design and deliver branded ads and layouts on tight deadlines.
- Maintained alignment with client specifications and visual guidelines across digital and print formats.
- Coordinated revisions and file handoffs to ensure consistency and accuracy across team workflows.

Graphic Designer | Catchafire (Remote) | Jan 2023 – Present

- Conceptualized and executed original campaign visuals for nonprofit outreach, using storytelling-driven layouts and data-informed design choices to improve clarity and engagement.
- Integrated stakeholder feedback to refine messaging and improve visual clarity, resulting in successful on-time project launches.
- Collaborated with a team remotely to produce marketing assets and documentation, supporting future design efficiency and scalability.

Product Design Virtual Experience | Accenture N.A. (Forage) | Mar 2023 – Dec 2023

- Simulated work with a cross-functional product team to redesign features and UI components for improved user engagement.
- Communicated design decisions clearly with hypothetical developers and business stakeholders, resulting in a 20% engagement increase.

- Applied collaborative design principles using Figma to create interactive prototypes and visual documentation.

Office Administrator & Graphic Designer | G. G. Woody Funeral Home (NJ) | May 2011 – Apr 2021

- Balanced administrative and design roles, working directly with families, staff, and vendors to manage time-sensitive creative materials.
- Introduced consistent visual standards and branding updates that enhanced professional visibility and client satisfaction.
- Led compassionate communication and multitasking in a high-pressure, collaborative environment.

CREATIVE IMPACT

- Spearheaded visual refresh of legacy newspaper ads, introducing bold headline styles and simplified formats that increased ad readability.
- Created modular design templates for nonprofits, enabling quicker content updates and consistent branding across campaigns.
- Translated user research into engaging, accessible UI prototypes in Figma during Accenture simulation, boosting simulated user flow efficiency by 15%.